



Request for Applications

STEM Workforce Marketing Grant

IMPORTANT INFORMATION

- Purpose:** To support marketing, outreach, and advertising initiatives of STEM Workforce Challenge Grant Awardees.
- Proposals Due:** January 8th, 2018
- Funding Available:** Up to \$50,000 per grant award
- Bidder's Call:** November 13 at 12 p.m.
Dial in Number: 775-687-0999
Passcode: 70987#
- Eligibility:** Eligible applicants for a STEM Workforce Marketing Grant are past awardees of a STEM Workforce Challenge Grant.
- Website:** Updates to the Frequently Asked Questions document will be posted at <http://osit.nv.gov>. Please check the website regularly for updates. Additionally, information about past awardees can be found on the OSIT website.
- Contact:** Brian Mitchell
775-687-0987 or blmitchell@gov.nv.gov



Request for Applications – STEM Workforce Marketing Grant

Governor's Office of Science, Innovation and Technology

INTRODUCTION:

The Governor's Office of Science, Innovation and Technology (OSIT) of Nevada was established by the Legislature (NRS 223.600) to promote, coordinate and align education, workforce, and economic development and diversification efforts in the areas of science, innovation, and technology.

After being hit harder than any other state during the recession, Nevada's economy is growing. The State's economic development strategy has resulted in significant growth across a variety of industry sectors that require Nevada employees to have at least some training in Science, Technology, Engineering and Math (STEM). However, employers often encounter difficulty finding workers with the skills they require. A skilled workforce is critical to Nevada's continued economic development and diversification. Likewise, education and skills training help workers qualify for jobs that provide family-sustaining wages. A recent Brookings Institution report found that STEM jobs pay a wage premium of nearly 50% over non-STEM jobs requiring a similar level of education¹.

In an effort to enhance Nevada's workforce with in-demand, industry-recognized skills required by Nevada's growing STEM economy, OSIT has awarded over 20 STEM Workforce Challenge Grants resulting in an annual training capacity of over 800 students who will graduate qualified for occupations with an average starting wage of over \$52,000 per year. However, if students, particularly those from underrepresented backgrounds, and employers are unaware of these opportunities for training or the promise that a STEM career holds, new or expanded STEM training programs created by the STEM Workforce Challenge Grants will not reach their true potential.

SECTION I: DESIRED OUTCOMES & ELIGIBLE USES OF FUNDING

Purpose:

Nevada's employers in industries like healthcare, advanced manufacturing, IT, aerospace and defense, construction, and mining need greater numbers of qualified workers with the skills a quality STEM postsecondary education or training program can provide. Additionally, Nevadans need to understand what STEM workforce training programs are available to provide them the skills they need to work in one of Nevada's many exciting STEM industries. OSIT, through STEM Workforce Marketing Grants, seeks to provide initial funding necessary to make potential students, employers, and other stakeholders aware of new or expanded STEM training programs funded by STEM Workforce Challenge Grants leading to increased enrollment and a reduction in the STEM workforce shortage.

Accepted Uses of Funding:

Funding must be used to market or promote a program created by a STEM Workforce Challenge Grant. Funding may be used to create or design marketing materials, or may be used to distribute marketing materials, either those already in existence or created with grant funds. Examples of eligible uses of funding include:

¹ Brookings Institution, *Cracking the Code on STEM*. 2014

http://www.brookings.edu/~media/Research/Files/Reports/2014/11/nevada-stem/BMPP_NevadaSTEM_full-report-web-final.pdf?la=en



- TV, radio, print, or web advertising
- Printed or digital marketing materials including video and signage
- Contracts with professional, qualified advertising firms

Prohibited Uses of Funding:

- Salaries and benefits of staff at the training institution, including indirect costs
- Food or beverage
- Travel or lodging
- Funding to advertise in any way training programs that were not funded by a STEM Workforce Challenge Grant
- Technology or supplies not exclusively used for marketing, such as computers, tablets, projectors, etc.

Other Uses of Funding:

For uses of funding other than what is listed above, please contact OSIT to verify eligibility.

SECTION II: AWARD INFORMATION

Awards Process:

A competitive process will be used to distribute grants of up to \$50,000 per award. All responses that meet the minimum requirements laid out below in Section IV will be scored by a review team selected by OSIT. Respondents are required to include a detailed scope of work and a detailed budget in their responses to this RFA. OSIT reserves the right to determine the number of awards for each grant cycle, based on funds available and projects selected.

Spending Timeframes:

All funding received from the State must be spent by June 30, 2018.

Match Requirements:

No match is required for this grant.

Sharing of Marketing Materials:

Applicants that are awarded a STEM Workforce Marketing Grant agree to share and make available all digital and other marketing materials to OSIT so that OSIT can assist with advertising.

SECTION III: ELIGIBILITY INFORMATION

Eligible applicants for a STEM Workforce Marketing Grant are past awardees of a STEM Workforce Challenge Grant in good standing with OSIT. Applicants that have received multiple STEM Workforce Challenge Grants may apply for one STEM Workforce Marketing Grant for each program or may apply for one grant that will advertise multiple programs (still subject to the award maximum).

SECTION IV: APPLICATION & SUBMISSION INFORMATION

A comprehensive, well-written application provides all the information necessary for a complete evaluation. The OSIT review committee will use the rubric located in Attachment B to evaluate applications. A complete application will include

the following five (5) components listed below and described later in greater detail. Each section inside the grant should include headings and subheadings:

- 1) Cover Sheet
- 2) Project Abstract
- 3) Budget Plan
- 4) Project Narrative

Incomplete applications or applications that did not follow the submission requirements, including the formatting requirements described in detail below, as of the filing deadline, will be disqualified and will not be scored for STEM Workforce Challenge Grant consideration.

1. Cover Sheet (Pass/Fail)

Format: The cover sheet must not exceed one (1) page, use Times New Roman 12-point font, is not included in the 10-page narrative limitation and must contain the following information:

- **Applicant Information**
Organization name, full mailing and physical addresses, phone number, fax number, federal tax ID number, DUNS number, and website (if applicable)
- **Project Information**
Title, county location, and proposed dollar amount
- **Project Director Information** (overall project responsibility)
Full name, title, mailing and physical address, daytime & evening phone, email address
- **Project Contact** (daily project contact – if different than director)
Full name, title, mailing and physical address, daytime & evening phone, email address

2. Project Abstract (Pass/Fail)

Format: The Project Abstract must not exceed one (1) page, it must be double-spaced, Times New Roman 12-point font with 1-inch margins on all sides of 8½ by 11 size (letter size) paper.

1. A brief summary of the marketing initiative;
2. Specific goals and expected results or outcomes;
3. How funding from OSIT will amplify existing marketing efforts;
4. How the proposal meets OSIT's goals of increasing the number of STEM degree and credential holders.

3. Budget Narrative & Detailed Spreadsheet (20 points possible)

Format: The budget narrative must not exceed one (1) page, it must be double-spaced, Times New Roman 12-point font with 1-inch margins on all sides of 8½ by 11 size (letter size) paper. For the detailed budget spreadsheet, use the template located in Attachment C. The detailed budget spreadsheet does not have a page limit.

The applicant is required to submit a 1) budget narrative and a 2) budget plan.

- 1) The budget narrative must demonstrate a clear and strong relationship between the program's expenses and the program's goals and activities. The budget narrative should be detailed, reasonable and adequate, cost efficient, and should align with the proposed work plan. From the budget narrative, the reviewer should be able to assess how the budget expenditures relate directly to the goals of the program. The budget narrative does not count towards the 3 page limit of the Project Narrative.
- 2) The budget plan should be completed in the template provided in Attachment B. Costs should be broken down into individual line items. Be as detailed as possible. See Attachment B for additional instructions.

State grant funding must be spent on or before June 30, 2018.

4. Project Narrative (80 points possible)

Format: The Project Narrative must not exceed three (3) pages, it must be double-spaced, Times New Roman 12-point font with 1-inch margins on all sides of 8½ by 11 size (letter size) paper.

The following information must be contained within the Project Narrative. Please respond to each question below and number your response.

A. Overview of Existing Efforts and Needs Assessment (15 points possible)

- 1) Provide a clear and concise overview of existing efforts to market the program.
- 2) Describe the need for a marketing grant from OSIT.

B. Marketing Plan (45 points possible)

Provide a detailed description of the plan to market the STEM workforce training program that describes how the proposal addresses the needs identified above.

- 1) What are the specific, measurable goals of the marketing initiative?
- 2) Who are the primary, secondary, and (if necessary) tertiary audiences of the initiative?
- 3) Describe in detail the strategies and tactics to reach the audiences identified and meet the goals.
- 4) Describe how the marketing efforts will reach groups that are underrepresented in STEM, both those that are already associated with the training provider and those that are not.
- 5) Why do you believe this plan and funding from OSIT will increase awareness of and enrollment in the STEM workforce training program?

C. Long-term Marketing Vision (10 points possible)

- 1) Describe how this grant proposal will support marketing efforts of this training program long-term.
- 2) Will any of the marketing materials purchased with grant funds be useable long-term?

D. Data Collection & Evaluation (10 points possible)

- 1) Please describe how the success of the marketing initiative will be evaluated.
- 2) What data will be collected to measure the success of the initiative and how will it be shared with OSIT?



Submission Timeline and Instructions

Submit one (1) electronic copy of the application in a single pdf and eight (8) paper copies of the application by 5:00 p.m., January 8, 2018, to:

Brian Mitchell
Governor's Office of Science, Innovation and Technology
100 North Stewart Street, Suite 220
Carson City, NV 89701
blmitchell@gov.nv.gov

Applications must be received, not postmarked, by the date above. Applications received after the date above will not be considered.

Tips & Common Pitfalls to Avoid

- Ensure budget figures are mathematically correct, and the total of the budget summary matches the total on the title page.
- Use only whole dollar amounts.
- Observe page limits (any pages over the page limit will not be reviewed).
- Follow stated formatting guidelines.
- Respond to all sections of the application; ensure the thread that ties the application sections together are related.
- Supplanting - Grant funds may not be used to replace federal, state, or local funds that are currently being used or are forthcoming.
- Spell out acronyms at initial use. Eliminate jargon whenever possible.
- Do not assume reviewers are familiar with existing projects.
- Read the Request for Application (RFA) carefully.
- Use local statistics rather than national statistics.
- Submit applications early in case revisions need to be made.



SECTION V: AWARD ADMINISTRATION INFORMATION

Grant Review and Selection Process

Eligible applications are reviewed, evaluated, and competitively scored by a review committee using the scoring matrix located in Attachment A. Applications selected to receive a grant award will enter into a contract with OSIT in compliance with the State of Nevada regulations. OSIT reserves the right to award all, part or none of the available grant funding during this grant round. In cases where the ranked applications may “tie”, OSIT reserves the right to consider Section B “Marketing Plan” scoring independently to determine placement.

To avoid disqualification, all application areas must be concise, complete and follow all formatting rules. Denial letters will be sent to applicants that are not funded.

Grant Commencement and Duration

Project implementation must be initiated within thirty days (30) after funding is awarded. Requests for an exception to this rule must be justified and submitted in writing within thirty days of award. At the discretion of OSIT, the grantee risks losing the award if the project does not commence as required.

All grant funding must be spent by June 30, 2018. There is no expectation of funding beyond awarded grant funds.

Reimbursement Notice

The STEM Workforce Challenge Grant is a reimbursement grant. Grantees are expected to pay for expenses up front from their budgets and will be reimbursed for eligible expenses listed in the approved award budget after a review of the expense request form and appropriate backup. Under certain limited circumstances, an advance of funds for specific, approved start-up costs may be requested by the grantee.

Fiscal Responsibilities

All recipients of funding are required to identify a fiscal agent if the grantee is not its own fiscal agent. All recipients of funding are required to establish and maintain accounting systems and financial records to accurately account for awarded funds. All grant awards are subject to audits during and within three years after the grant award reporting period has concluded.

Reporting Requirements

All recipients of funding are required to submit fiscal and progress reports at two intervals: the first on April 30, 2018 and the second on July 30, 2018. Recipients have the option of submitting monthly fiscal reports for reimbursement. The July 30 progress report should constitute a final evaluation detailing the results of the marketing initiative including information such as how funds were spent; number of contacts made; number of clicks, views, users, traffic, etc. OSIT will work with each awardee to determine reasonable reporting parameters. OSIT maintains the right to withhold payments if reporting requirements are not met in a timely and efficient manner.

Additional Information

Financial obligations of the State payable after the current fiscal year are contingent upon funds for that purpose being appropriated, budgeted, and otherwise made available. In the event funds are not appropriated, any resulting contracts (grant awards) will become null and void, without penalty to the state of Nevada.



All materials submitted regarding this application for OSIT funds becomes the property of the state of Nevada. Upon the funding of the project, the contents of the application will become contractual obligations.

Reconsiderations

Any applicant whose application has been filed according to the rules governing the grant process and who is aggrieved by the awards made pursuant to these rules may request reconsideration.

Submit requests for appeal to the OSIT within five days of the posting of the grant awards. Requests for reconsideration must be in writing and must clearly state how OSIT has erred in following the administrative rules governing the grant process or the procedure outlined in the program RFA. OSIT will schedule a public meeting to hear the reconsideration as expeditiously as possible so all funds can be distributed in a timely fashion, and a final decision will be rendered within 30 days subsequent to such meeting. Notice of the approval/denial of the appeal will be conducted by legal counsel. This procedure concludes the review process.

Bidding Process

The grantee must follow all applicable local, state and/or federal laws pertaining to the expenditure of funds. Proof of Invitation to Bid, contracts, and any other pertinent documentation must be retained by the grantee. Likewise, all local, state, and federal permits required for construction projects must be acquired by the grantee within 90 days after the contract is entered into.

Access for Persons with Disabilities

The grantee shall assure that persons with disabilities are not precluded from using OSIT grant funded facilities. Projects must meet requirements as set by the Americans with Disabilities Act.

Maintenance and Operation

The grantee is responsible for seeing that OSIT grant funded projects are maintained and operated in a condition equal to what existed when the project was completed; normal wear and tear is accepted. Maintenance and operations standards should be adopted upon completion of the project.

Signs

Grantee shall post and maintain appropriate permanent signs or decals upon project sites or equipment acknowledging funding assistance from the appropriate grant fund upon the start of the project or purchase of equipment.

Nondiscrimination

Projects funded with OSIT grant funds shall be available for public use, regardless of race, religion, gender, sexual orientation, age, disability, or national origin.

In any instance that the grant notice, award, rules, regulations, and procedures are silent – prior written approval is required.



Nevada Governor's
Office of Science,
Innovation and
Technology

SECTION VI: OSIT CONTACTS

Grant Administration Contact:

Jodi Bass

Governor's Office of Science, Innovation and Technology

100 North Stewart Street, Suite 220

Carson City, NV 89701

775-687-0989

jbass@gov.nv.gov

Thank your interest in applying for STEM Workforce Challenge Grant funding. You will be contacted if further information is required. Do not begin your project or incur costs until you have received, signed and returned a grant award contract.



ATTACHMENT A: APPLICATION REVIEW INFORMATION

Each proposed project will be evaluated for inclusiveness and succinctness of their application using the scoring matrix below.

Evaluation Criteria	Maximum Points & Reviewer Score	Comments/Recommendations
Cover Sheet and Abstract	Maximum Points: P/F Reviewer Score	Comments/Recommendations
Existing Efforts and Needs Assessment	Maximum Points: 15 Reviewer Score	Comments/Recommendations
Work Plan & Impact Analysis	Maximum Points: 45 Reviewer Score	Comments/Recommendations
Long-term Marketing Vision	Maximum Points: 10 Reviewer Score	Comments/Recommendations
Data Collection and Evaluation	Maximum Points: 10 Reviewer Score	Comments/Recommendations
Budget Plan	Maximum Points: 20 Reviewer Score	Comments/Recommendations

