

**CHANCELLOR'S AWARD FOR CAREER COACHES**  
**Request for Proposals for Exemplary Career Coaching Services**  
Issued by the Office of Workforce Development Services  
Virginia Community College System  
April 8, 2011

**Eligible Organizations:** VCCS Colleges

**College Project Administrator:** Career Coach Supervisor

**VCCS Project Administrator:** Scott W. Kemp, Coordinator, Career Coaches  
Workforce Development Services

**Purpose:**

To recognize exemplary career coach performance by currently employed coaches of community colleges.

**Award Amount:**

The Chancellor's Award for Exemplary Career Coaching Service is a matching grant award to support up to 50% of the cost of a career coach's, including payroll, benefits, travel, professional development and resources, not to exceed \$15,000 from the VCCS to community colleges. The grant is expected to be matched by an equal contribution to support a career coach at the community college. Cash match may be met through Perkins, Tech Prep, college foundation, local college funds or through external funds such as school division funds, local WIB funds or business and industry partners or community foundation. The source of matching funds must be identified. A budget specifying how the grant funds and the matching funds will be spent and a letter of support from an authorized representative of the contributing agency, to include the community college if college grant funds or other funds are used to provide the required cash match, must accompany the proposal for VCCS grant funds.

Colleges may apply to the VCCS for more than one grant award of no more than \$15,000 each, but the total number of applications submitted by one college must not exceed three. A separate application must be submitted for each coach position nominated. Each application for a Chancellor's Award should be specific to the coach and the high school(s) served by that coach being submitted for consideration as an exemplary representative of the statewide career coach program. Proposals should reference the specific achievements of the coach being submitted for consideration of VCCS funding in 2011-12. Colleges may **not** submit one application for a group of coaches or all coaches employed by the college but should submit a separate application for each career coach position to be considered for award.

Applications for this award will be separated into two categories: (1) coaches who have been employed by their community college since 2007-08 will be considered based on available VCCS data of program impact on community college enrollment of high school graduates from the hosting high school; and (2) coaches employed by the college in 2009-10 or later. Rankings of applications will be made for each of these two sets of eligible applicants so that more recent hires are ranked with more recent hires and longer serving coaches are ranked with other longer serving coaches who have had an opportunity to benefit from several years of VCCS data on their specific program outcomes.

**Fundable Activities:**

The proposal should document the activities of the nominated career coach with respect to the career coaching model and statewide program outcomes supported by the VCCS. A description of the VCCS career coaches program and statewide outcomes are available on the VCCS Career Coach web site.

The proposal should provide evidence that the career coach has carried out activities that have set an example for other career coaches and have contributed significantly to the accomplishment of the statewide outcomes by which career coaching is evaluated.

While each grant proposal recognizes the accomplishments of one career coach's exemplary performance, the Chancellor's Award for Career Coaches is also an acknowledgement of the college's coaching program and a reflection of the guidance, support, supervision and collaboration with the local school division provided by the administrative team at the college. As a result, funds may be used to support other coaches, assuming that the nominated coach already has funds in place for 2011-2012 from another funding source. Funds may also be used to support a coach working in a new high school(s) not previously served by the college. Funds must be used to support the payroll and benefits of a career coach, local and state travel for the purpose of work and professional development activities, and career coaching resources to include coaching materials and equipment as needed in support of that coach. No other use of VCCS Career Coaches funds is authorized. **All VCCS funds to support current and future career coaches will be awarded through a RFP process; currently funded career coach positions must apply and show evidence of success to date to be eligible for VCCS funds in 2011-12 as well as in future years. Application for funding is part of a competitive RFP process and does not guarantee VCCS funding of any career coach position including those coaches previously supported by the VCCS.**

The Chancellor's Award for Career Coaches is a reimbursable grant from the VCCS to local colleges and colleges receiving an award will be provided Request for Reimbursement Forms through which they should apply on a quarterly basis for reimbursement of funds for the period July 1, 2011 through June 30, 2012.

**Minimum Requirements:**

The career coach nominated for this award must meet the following criteria:

- Employed as of December 31, 2010
- Currently employed by the college as a career coach

To be eligible to receive this award, colleges must produce the following:

- Submit to Scott Kemp at the VCCS via electronic format (wdsgrants@vccs.edu) a three part application for funding (see attachment for application). The application should be comprised of: (a) a signed cover page containing all content listed under General Information; (b) a proposal containing the two (2) page narrative and the statement of adherence to the VCCS Career Coach Model; (c) a budget and a letter of support pledging up to \$15,000 in matching funds that must be signed by the individual or organization that has fiduciary responsibility for the allocation of funds in that amount.

**Timeline:**

Electronically submitted applications for funding are due to the VCCS office on or before May 27, 2011. Electronic applications must be followed by submission of paper application with appropriate signatures to be postmarked no later than May 27, 2011. Applications submitted after May 27, 2011 will not be considered for funding. Career coach awards are for the period July 1, 2011 through June 30, 2012. Carryover of any unused funds beyond June 30, 2012 will not be permitted.

**Submission Requirements:**

Please submit one paper copy of the proposal and an electronic copy of the proposal. Paper copies should be mailed to Scott Kemp at Virginia Community College System, 101 N. 14<sup>th</sup> Street, 17<sup>th</sup> Floor, Richmond, VA 23219 and postmarked no later than May 27, 2011.

Electronic versions should be emailed to wdsgrants@vccs.edu.

The application should include the following three sections. Font size should not be smaller than 12 pts. The following is a description of each of the sections to be addressed in the application:

**Section A: General Information**

- Includes the name of the career coach; start date for the coach; the employing college; the name, title, phone number, and email address of the college professional submitting the application who will serve as the contact to the VCCS regarding the grant application; the name and signature of the career coach supervisor; and the name and signature of the College President. Please use the table in the Career Coach RFP application to collect this information.

## Section B: Proposal

- Part 1: Career Coach Measures of Program Success:  
The following items must be submitted through the normal data collection procedures by June 3, 2011. Data from each measure will be collected from the database by the VCCS and included in the packet reviewed by the grant committee:
  - Career Coach Activities and Services
    - Career Coach Annual Report
    - Submission of annual report can be confirmed at:  
<http://bit.ly/2011AnnualReportTally>
  - Impact on Students (short-term)
    - Student Survey: At least 20 student surveys or 10% of the student enrollment for schools with populations less than 200
    - Submission of surveys can be confirmed at:  
<http://bit.ly/2011StudentSurveyTally>
  - Impact on High School (short-term)
    - High School Administrators Survey
    - Submission of surveys can be confirmed at:  
<http://bit.ly/2011HSSurveyTally>
  - Impact on Students (long-term)
    - Enrollment in Dual Enrollment, Community College and CTE Programs of Study – Applicable for coaches hired in 2008-09 or earlier
    - Data will be compiled and sent to Career Coach Supervisor in May
- Part 2: Program Narrative:  
Submit a 1-2 page narrative describing the career coach's effectiveness in each of the three areas of the career coach model:
  - Administration and Marketing
    - Effectiveness of the coach in establishing supportive relationships in the high school and in marketing career coach services to students and the local community
  - Core Coaching
    - Effectiveness of the coach in interacting with students to develop career and educational plans that demonstrate progress towards attainment of career and educational goals
  - Career Consulting
    - Effectiveness of the career coach in partnering with community college faculty and staff, local business and industry, community agencies, and/or universities
  - Specific activities of the career coach that merit special recognition by the Chancellor's Office

- Part 3: Statement of Adherence to the VCCS Career Coach Model:
  - The performance of the college in adhering to VCCS guidelines regarding career coach positions including: name(s) of high school(s) assigned to coach; number of hours worked in the high school(s); average weekly hours employed by the college as a career coach; and participation by the coach in professional development opportunities, including but not limited to the Career Coach Academy and the mid-year regional Career Coach meetings.

Section C: Budget and Letter of Support for Matching Funds

- **Prepare a line-item budget indicating the amount of Chancellor Award funds being requested and a description of how the Chancellor Award funds and the local matching funds will be spent.**
- Letter should be prepared and signed by the individual or organization with fiduciary responsibility for the allocation of funds to match the amount of the Chancellor's Award. The letter (or a separate letter) should include a statement from the community college and/or school division that the career coach program will be continued at the identified high school(s) over the next year upon receipt of the Chancellor's Award.

**Rating Criteria:**

Proposals will be rated on the following criteria:

- Evidence of Effectiveness as Demonstrated in the Career Coach Measures of Program Success – (25%)
  - Career Coach Activities and Services
  - Impact on Students – Short-Term
  - Impact on High Schools – Short Term
  - Impact on Students – Long-Term
- Evidence of Effectiveness in the Three Areas of the Career Coach Model – (50%)
  - Administration and Marketing
  - Core Coaching
  - Career Consulting
  - Specific activities of the career coach that merit special recognition by the Chancellor's Office
- Evidence of adherence to VCCS program standards for the career coach program including minimum number of hours assigned to each high school, participation in required professional development, and timely submission of required reports – (15%)
- Evidence of exemplary support for the career coach program, including line-item budget, fiscal support, from the college, school division, or other external partner(s) and strength of commitment from college and/or partners to continued funding through FY '10 – (10%)

**Please direct inquiries and proposals to:** Scott W. Kemp, Career Coach Coordinator  
(804) 819-4968 - skemp@vccs.edu