



CALL TO ACTION

REQUEST FOR PROPOSALS (RFP)

Delta Teacher Efficacy Campaign Town Hall Advocacy Sessions

Supported by Delta Sigma Theta Sorority, Inc. & the Bill & Melinda Gates Foundation

****IMPORTANT PROPOSAL AMENDMENT****

On December 12, 2014, the Delta Research and Educational Foundation (DREF) extended the deadline for acceptance of proposals to host the Delta Teacher Efficacy Campaign (DTEC) Town Hall Advocacy Sessions. Proposals from interested, nonprofit organizations must be received by **4:00 p.m., Friday, January 30, 2015**. In addition, selected organizations will receive a **\$1,000 stipend**. All other submission requirements apply.

Introduction

The Delta Teacher Efficacy Campaign (DTEC) is a three pronged project with a focus on enhancing teacher efficacy. According to Hoy (2000), teacher efficacy is a teacher's confidence in their ability to promote student learning. Teacher efficacy can also be defined as a teacher's belief in their ability to organize and execute courses of action necessary to bring about desired results (TschannenMoran, Woolfolk-Hoy, & Hoy, 1998).

The Delta Teacher Efficacy Campaign is utilizing the definitions stated with a focus on:

1. Student Engagement
2. Instructional Strategies
3. Classroom Management
4. Culturally Responsive Teaching
5. Literacy/Math Content

Providing a quality education to our nation's children is one of the most important opportunities facing our society. Although some progress has been made in closing the achievement gap, disparities continue to exist from other disadvantaged student subgroups. When one views this from a holistic perspective, our communities can foster support and assistance to change this statistic. Teacher efficacy and effectiveness are critical foundational components needed to increase student achievement. Enhancing the self-efficacy of teachers, parents, students and all stakeholders will enhance teacher efficacy and effectiveness, which may result in an increase of student achievement across our nation.

The Delta Research and Educational Foundation (DREF), is a nonprofit organization that is strategically poised to impact these statistics. In partnership with Delta Sigma Theta Sorority, Inc., and the Gates Foundation, we share the collaborative goal of ensuring that 80 percent of students will graduate from high school and are academically prepared to enroll in and graduate from college. Through our Delta Teacher Efficacy Campaign (DTEC), the focus will be aligned with enhancing teacher effectiveness, particularly in geographic areas where students are at risk (poverty, high drop-out rate, and other pertinent factors). The Measures of Effective Teaching (MET) project, identifies teacher effectiveness as paramount to student achievement. The DTEC is aligned with the premise of committing to enhancing teacher efficacy and effectiveness as it relates to increasing mathematical skills of elementary students through enhanced literacy skills across the curriculum. It is our desire that organizations make the decision to partner with us and answer this call to action for the enhancement of education in our communities.

Our approach to increasing teacher efficacy and elementary student achievement in literacy and mathematics will include a six-week Teacher Efficacy Academy curriculum for teachers in the 40 communities where like-minded partners conduct Town Hall Advocacy Sessions. The advocacy component to support teacher effectiveness and stimulate dialogue will occur in the Town Halls and through research on best practices published in the 2016 edition of DREF's scholarly journal, *PHILLIS: The Journal for Research on African American Women*. The special edition of the *PHILLIS Journal* will provide evidence-based practices on topics related to the Delta Teacher Efficacy Campaign (teacher effectiveness and student achievement) to provide an applicable resource in our community to foster further support and involvement.

Overview

DREF seeks to collaborate with 40 non-profit organizations that share its mindset that teacher effectiveness can be achieved through teacher self-efficacy in the pursuit of accomplishing student academic success. The partnering organizations are requested to host Town Hall Advocacy Sessions in the communities listed below that are geographically dispersed across the USA. The vision of each session is to collectively convey a message and increase the number of people and communities engaged in active dialogue surrounding teacher efficacy and effectiveness. This is a call to action to enhance teacher efficacy, thus increasing student achievement. It is critical that we understand the vision, embrace the vision, discuss the vision, share the vision, collaborate as a community, advocate as a community, plan as a community, and ACT as a community. Every session will conclude with a "What's next?" discussion; including solutions and ensuing steps that are attainable by individuals and groups. No action following these sessions is too small as we collaborate and ACT in support of our schools, teachers, students and communities.

We will consider the organization's passion for education, our children and our communities; can the passion throughout the organization serve as a catalyst to carry out this essential work at such a time as this? Does the organization serve in the metropolitan areas within the targeted geographical areas and cities? Can the organization envision joining the Delta Research and Educational Foundation (DREF) and Delta Sigma Theta Sorority, Inc. (DST) in leading this change in our communities?

Did the above statements resonate with the organization's mission and vision in any way? If so, we invite the organization to partner with DREF to host a Town Hall Advocacy Session in its respective community.

Description of Opportunity

The partner organizations will serve as on-the-ground agents for DREF, logistically facilitating the Town Hall Advocacy Sessions in their respective communities. In launching these Town Hall Advocacy Sessions, our on-the-ground partners will be asked to:

1. Designate the Town Hall facilitator,
2. Secure a location, preferably at no-cost
3. Secure a videographer,
4. Identify the discussion panelists, and
5. Promote and market the Town Hall Session with special emphasis on audience development to ensure good attendance.

DREF will award the forty organizations with a reimbursement stipend of \$1000.00, a toolkit for implementation, as well as training for the locally-identified facilitators. The reimbursement stipend will be distributed upon receipt of required reports including outcomes and details. The toolkit will include documents and instructions to capture data as it relates to the outcomes. These documents will include sign-in sheets, information survey cards for participants to complete, donation cards, informational brochures, next step suggestions, and evaluation forms. Each locally-identified facilitator will receive training on the data collection component. Partnering organizations will receive an electronic evaluation to complete about the Town Hall Advocacy Session process and the actual event.

The DTEC Campaign will provide apparel and merchandise for purchase at Town Hall Advocacy Sessions. The items available for purchase will be included in the toolkits with detailed instructions for inventory control. This event also presents an opportunity for organizations to include an option for vendors to participate, which could serve as an income stream for partnering organization.

Objective

The outcome of the Town Hall Advocacy sessions is to increase the number of people and communities engaged in active dialogue surrounding teacher efficacy and student achievement. The perceptions and applicable information strategies will be gathered from each session as a measure for the outcome. This data will be collected as participants attend and are engaged in the Town Hall Advocacy sessions. The outcomes will be accomplished by using measures that may include the following:

- Town Hall Advocacy videotaping
- Town Hall Advocacy session attendance
- Town Hall Advocacy session panelist biographies
- Town Hall Advocacy session solution outcomes
- Town Hall advocacy session surveys
- Documented community engagement and implementation of next steps
- Others to be determined

Eligibility Criteria

The partnering organizations must be nonprofit organizations that serve their communities. The organization can be civic, community based, Pan-Hellenic, faith-based, school district, etc. and

- share the passion and perspective of DREF, DST and the Bill & Melinda Gates Foundation for leading change in education, enhancing teacher efficacy and effectiveness, and increasing student achievement.
- serve in a metropolitan area in the vicinity (*if the area in which an organization serves is not listed, please feel free to answer the call*) of the geographical areas and cities listed below

Geographic Areas	Targeted Cities <i>(Not Limited to These Areas)</i>
Eastern	Washington, DC
	Baltimore, MD
	Dover, DE
	Newark, NJ
	Philadelphia, PA
Southern	Memphis, TN
	Montgomery, AL
	Atlanta, GA
	Raleigh, NC
	Charlotte, NC
	Orlando, Florida
Midwest	Cleveland, OH
	Saginaw, MI
	Milwaukee, WI
	Gary, IN
	Indianapolis, IN
Farwest	Oakland, CA
	Sacramento, CA
	Los Angeles, CA
	San Diego, CA
	Las Vegas, NV

Proposal Specifications

Date	Event
11/17/2014	Release & Distribution of RFP
11/12/2014 - 1-23/2015	Question & Answer period with Project Director (<i>if needed</i>)
1/30/2015	Deadline for Submission
2/2-20/2015	Review Call to Action RFP's
2/27/2015	Partners announced
2/26-28/2015	Delta Days Partner Recognition, Panels & Presentations
3/24/2015	Agreements distributed
3/9-13/2015	Final agreements submitted (<i>including location, date and time</i>)
April 2015	Training for Town Hall Facilitators
April - August 2015	Promote & Market Campaign and Town Hall Sessions
June 2015	Distribution of Town Hall Kits
March – June 2015	Location & panelist secured
July 2015	Partner Recognition, Panel Participation (DST's 52 nd National Convention)
August – October 2015	Conduct Town Hall Sessions & collect data as directed
December 2015	Submissions of report with outcomes and expense report (as directed)
December 2015	Completed project evaluations with next step plan of action

Proposal Guidelines

Proposals will be reviewed according to the guidelines and point values listed below.

Organization Demographics: (5 points)

- Organization Name
- Address
- County
- Region
- From the list above, select the area in which the organization serves
- Organization Leader(s)

- Contact Information for leader(s)
 - Name, phone number, e-mail address, best time to contact
- Organization Membership (*how many members?*)
- Local School District(s) in the organizations area

Town Hall Advocacy Session Team: (5 points)

Please identify potential members of the organization that will serve in the following capacities:

- Team Members - selected members to lead this initiative
- Team Lead – leader of the team for this initiative
- Facilitator – individual that will be trained to lead the Town Hall Advocacy Session

Projected Dates for Town Hall Advocacy Session: (5 points)

- List at least 3 projected dates between August-October 2015

Projected Location: (5 points)

- List at least 3 possible locations (please contact for preliminary available dates)
 - Suggested locations: college/universities, churches, community centers, school auditoriums, local school district buildings and community centers

Potential Partnerships: (30 Points)

- Provide a list of potential community partners for the Town Hall Sessions. These partnerships can be monetary sponsorships or volunteer services to assist the organization with implementation of the session. The more communication and partnerships established, the greater the answer to the call for action.
- Suggested Partnerships/Panel Members: education advocates, local newspapers, local media, local NEA, elected officials, law enforcement reps, social service reps, and local college of education deans and faculty
- Consider inclusion of deaf community (secure an interpreter)
- Please contact potential partners for preliminary agreements

Essay Questions: (20 Points)

1. Explain the organization’s perspective on the relationship between teacher efficacy and student achievement. Expound on how the organization envisions the dialogue to occur at the Town Hall Advocacy Sessions to enhance teacher efficacy and effectiveness in your local community.
2. Describe in detail how the outcomes for the Town Hall Advocacy Sessions will be met including information presented in the RFP.

Organization Timeline: (10 Points)

- Provide a projected time line for the completion of this partnership project
- Include projected dates and time frames
- Reference Campaign timeline above

Promotion & Marketing Vision: (20 points)

- Explain how the organization will partner with local entities to promote and market the Town Hall Advocacy Sessions to rally interest and attendance.
- Explain how the organization will assist DTEC in apparel/merchandising sales for promotion, marketing and funding.
 - DTEC merchandise and apparel will be provided
- Would the organization advertise for vendors at the Town Hall Sessions as a means to generate additional funds for the organization?

Submission Procedure

Proposals must be completed and submitted in one of two ways, with a preference for electronic submissions to DTEC@deltafoundation.net .

If submitting via mail, address proposals to:

DTEC - Delta Research and Educational Foundation
Dr. Johni Cruse Craig, Project Director
1703 New Hampshire Avenue, NW
Washington, DC 20009-2501

All RFP application submissions must be RECEIVED in the DREF office on or before January 30, 2015 at 4:00 pm to be considered.

Evaluation Criteria

Applications will be reviewed by a National Selection Committee, who will assess the overall quality of proposals based on the point values listed for each category outlined above.

Contact Information

To learn more about the Delta Teacher Efficacy Campaign visit www.deltafoundation.net. To speak with the Delta Teacher Efficacy Campaign Project Director about this project, please use the contact information below.

For all inquiries:

Dr. Johni Cruse-Craig
Project Director, Delta Teacher Efficacy Campaign jccraig@deltafoundation.net
(202) 347-1337

We look forward to receiving and reviewing all proposals from potential partners to host a Town Hall Advocacy Session in their respective communities. As a unified front, we can raise awareness, enlighten all stakeholders and answer this critical call to action to enhance teacher efficacy and effectiveness thus raise student achievement in our communities.

Thank You