



United Way  
of Central Maryland

# **Request for Proposals**

Evaluator

Young Men United Initiative

**Due by 4:00 pm EST on February 14, 2024**

**(Electronic Submissions Only)**

## Introduction

United Way of Central Maryland (United Way) is seeking an independent evaluator (The Contractor) to design and execute an evaluation of the implementation and impact of its new equity in education initiative, Young Men United (YMU), which is designed to support at least 250 young men of color with their educational and vocational dreams over the next nine years.

YMU begins working with students in 10<sup>th</sup> grade and continues to support them (and their families) with a multi-layered system of supports through a post-secondary education pathway of their choosing – potentially spanning a relationship of up to seven years. United Way will work with other non-profit organizations/programs partners who will be responsible for delivering services directly to students and families while United Way will serve as the program coordinator and convener.

Proposals must be submitted to United Way of Central Maryland by **4:00 p.m. EST on Wednesday, February 14, 2024**. Proposals must be submitted via email to: [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). Emails must include the subject line: “YMU Evaluator”.

We will award one applicant up to \$100,000 total, to serve as the evaluator of YMU for a three-year period, with a target start date of April 1, 2024.

## YMU Initiative Overview

Students of color, and particularly males, lag behind their counterparts on nearly every key indicator of educational and professional attainment. While we recognize there have been developments in closing education and wealth equity gaps for young men of color throughout the U.S., more needs to be done. United Way of Central Maryland’s Young Men United (YMU) program is an equity-driven initiative, that will help close education and earning gaps for young men of color across central Maryland. YMU is designed to support young men of color in Baltimore City with their educational and vocational dreams – complete high school, pursue post-secondary education (college/training/certification) and embark on fulfilling careers while closing ongoing education and earning gaps. This comprehensive program helps develop a strong pipeline of engaged leaders who excel in their careers and strengthen our workforce.

The objectives of the Young Men United program in Baltimore City include:

- Break down barriers to opportunity and access for young men of color.
- Help hundreds of young men of color locally complete high school, a post-secondary higher education, and enter the workforce with a meaningful career.
- Create a community of young men who will support one another to realize their full potential.
- Elevate and link critical, holistic services to support and empower young men of color to achieve their educational and vocational dreams.
- Build upon the strengths of each participant, dismantling barriers and connecting them to pathways leading to career fulfillment and financial success.
- Serve as a collaborator and convener, partnering with other non-profits who will provide direct service programming through a layered approach.

- Through UWCM staff and program partners, ensure YMU provides customized, long-term holistic support for students and their families, including:
  - Exposure to and awareness of different industries, careers and post-secondary pathways
  - College and career guidance (academic program research, application, and financial aid guidance)
  - Access to and guidance on training/certification programs and trade education opportunities
  - Academic support, including technology resources and training
  - Mentorships, internships, job shadowing, and paid part-time employment
  - Financial education and support for students and families
  - Connection to supportive resources like housing, food, and mental health support for students and families and develop family goals they want to achieve

For additional information regarding YMU, please see the *Young Men United Logic Model* which can be found through the link provided with RFP materials on Central Maryland’s website:

<https://uwcm.org/funding-opportunities-for-organizations>.

### **Performance Statement of Work (PWS)**

The Contractor shall provide all qualified labor, expertise, supervision, materials, transportation, and operations to deliver rigorous evaluation services including:

- Develop/refine an evaluation plan.
- Develop data collection instruments.
- Obtain the approval of Institutional Review Board (IRB).
- Conduct primary and secondary data collection.
- Analyze and interpret primary and extant data.
- Produce a comprehensive evaluation report.

### **Scope of Work (SOW)**

The evaluation will examine program implementation and impact on intended outcomes between 2023 and 2026. United Way will undertake a two-part formative evaluation of YMU. In phase one, a non-experimental implementation evaluation will document the program delivery and assess the feasibility of the program design. In phase two, the Contractor shall assess the preliminary effectiveness or impact of YMU on program participants with a rigorous and practical evaluation design. The purpose of the evaluation is for process improvement and program development and update, should the program continue or expand. The evaluation shall answer the following research questions:

#### Phase One:

1. Are the current program enrollment pathways/approach viable for effectively recruiting sufficient number of YMU participants? What are the barriers to scaling the enrollment pathways/approach to expand the program?
2. Do services provided through YMU meet the needs of participants? What are the barriers to identify or address participant needs?

3. To what extent do participants use the services provided through the YMU program? How satisfied are they with the services received?

Phase Two:

1. What impact does YMU have on participants regarding their social emotional skills, academic performance and post-secondary education outcomes?
2. What impact does YMU have on participants' families in regard to family stability and ability to overcome financial and social barriers?

### **Period of Performance**

This is a three-year contract, covering the period April 1, 2024, to March 31, 2027.

### **Requirements Common to All Tasks**

General operating constraints across all tasks under this contract include:

- The Contractor must maintain regular and open communication with UWCM as part of project management and shall consult with United Way on all major aspects of the study.
- Deliverables submitted to United Way should be in near-final form. Drafts shall not be submitted for United Way review without implementation of the Contractor's quality control plan as described in the Contractor's proposal. Deliverables that have not undergone editing for clarity, format, spelling, and grammar or are missing required sections may be rejected without further review.
- All contact with UWCM partners and program participants must be approved by United Way prior to the attempted contact.

### **Tasks and Deliverables**

*The following eight tasks are included in the Scope of Work. Please review the full details regarding these tasks, including expected deliverables for each, outlined in the attached YMU Evaluation Full Scope of Work, found with application materials here: <https://uwcm.org/funding-opportunities-for-organizations>*

- Task 1: Project Management
- Task 2: Landscape Analysis and Logic Model Modification
- Task 3: Evaluation Planning
- Task 4: Develop Data Collection Instruments
- Task 5: Appropriate IRB Approval(s)
- Task 6: Data Collection
- Task 7: Data Analysis and Management
- Task 8: Reporting and Dissemination

## Applicant Eligibility and Timeline

### Eligibility

United Way of Central Maryland will accept applications from consultant firms and/or colleges/universities.

### Qualification/Experience

Applicants must be able to demonstrate that they have the needed capacity and expertise and have demonstrated successful experience in delivering the rigorous evaluation services outlined in the *Performance Statement of Work* and *Scope of Work* included in the RFP.

### Timeline

December 20, 2023	Request for Proposals Released
January 10, 2023	Deadline to Submit Questions
January 17, 2024	Questions and Answers Posted on United Way Website
February 14, 4:00 p.m. EST	Proposals Due to United Way
Late Feb / Early March 2024	Interviews with Top 3 Finalists
March 2024	Contract Awarded
April 1, 2024	Contract Begins
March 31, 2027	Contract Ends

## Application Process

Potential applicants may submit questions in writing to [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). Questions must be submitted with the subject line “YMU Evaluator RFO Questions.” The deadline to submit questions is January 10, 2023. Answers will be posted by January 17, 2024, on United Way’s website @ <https://uwcm.org/funding-opportunities-for-organizations>.

Applicants must develop proposals following the application guidance provided below.

**Application may be no more than 20 pages with 1-inch margins, submitted as a Word document with a minimum 12pt font.** Proposals must be submitted to United Way of Central Maryland **by 4:00 p.m. EST on Wednesday, February 14, 2024.** Proposals must be submitted via email to: [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). Emails must include the subject line: **“YMU Evaluator”**.

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# YOUNG MEN UNITED EVALUATION APPLICATION

*Application may be no more than 20 pages with 1-inch margins and 12pt font.*

## Applicant Information

- Name of Applicant
- Organization EIN (If applicable)
- Contact Information
  - Name of primary contact
  - Title of contact
  - Address
  - Phone number
  - Email address
- Is the applicant a minority-owned business or an organization led by a person of color?
  - Yes/No
- Is the applicant a women-owned business or an organization led by an individual who identifies as a women or gender-nonconforming? (Yes/No)
- When was the applicant organization/business established?

## Application Narrative

1. Please outline your approach to the following evaluation component.

### Implementation

- a) Evaluation Design and Planning
  - The specific design and methods the Contractor proposes to collect and analyze data, assumptions and limitations for the base period requirements, and how the Contractor would work with existing information and stakeholders to refine them; the reasonableness and usability of the design.
- b) Evaluation Data Collection and Analysis
  - The Contractor's approach to capturing and analyzing adequate data in order to identify group and subgroup-specific findings across relevant study populations, geographic sites/settings, and time periods for base period requirements. This should clarify approach to conducting evaluation that includes sensitive research topics and groups that, for example, are multi-cultural, economically/socially marginalized, and limited English proficient.

c) Evaluation Reporting

- The Contractor's approach to working with the program implementation team at UWCM to understand findings from the study and to identify and impellent recommendations based on those findings from the base year.

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a) Evaluation Design and Planning

- The specific design and methods the Contractor proposes to collect and analyze data, assumptions and limitations for the option years; the reasonable ness and usability of the design

b) Evaluation Data Collection and Analysis

- The Contractor's approach to capturing and analyzing adequate data to identify group and subgroup-specific findings across relevant populations, geographic sites/settings, and time periods for the option years.

c) Evaluation Reporting

- The Contractor's approach to working with the program implementation team at UWCM to understand findings for the study and to identify and implement recommendations based on those findings for program improvement.

2. Please outline your approach to the following proposals/plans

i. Organizational Matrix

- The Contractor's proposal shall show lines of authority and functional areas of responsibility for the completion of each task.

ii. Staffing Plan

- The Contractor shall show estimated size and composition of the team contributing to each task area, and the percentage of work breakdown across each task. The staffing plan should include a staffing matrix, showing quoted staff, staff roles on the project, percentage of time allocated to the project, and specific expertise staff are contributing to the project.

c) Quality Control Plan

- The Contractor shall ensure any data collection and analysis are of high quality and the final report and other dissemination products are accurate and reflective of stakeholder input. The Quality Control Plan shall show the internal deliverable review process, information management and security protocols, and risk identification and mitigation plans.

3. Please provide an overview of your prior relevant experience:

- i. In building strong collaborative working relationships and the ability to be responsive to the needs of multiple stakeholders

- ii. In conducting comprehensive and rigorous program evaluations
- 4. Budget and Budget Narrative
  - a. Please provide a detailed 3-year evaluation budget with a brief narrative description for each line item in the appropriate program year
- 5. Past performance and reference
  - a. Please provide up to three relevant references. Include contact information (organization, name, title, phone and email) and a brief description of the work you provided/project you collaborated on.
  - b. You may provide up to three examples of work products with your submission to help demonstrate your experience and/or the quality of your work. This may include evaluation reports, papers, logic models, etc. Please send these as pdfs.