



Request for Proposal (RFP)
for Adult Education Instructors/Leadership Coaches to Design and Lead
an “Empowering Voices” Workshop Series for Adult Learners

RFP Issued: March 31, 2025

Proposals Due: April 14, 2025

INTRODUCTION

Overview of the Project and Purpose of the RFP:

The “Empowering Voices” project is designed to elevate the voices of Oakland Literacy Council’s adult learners, including immigrants and native English speakers with limited academic backgrounds. The project will provide a series of workshops for a cohort of 10-15 adult learners focused on raising their awareness about the role of advocacy in public life and advocacy skills. Specifically, this RFP seeks an instructor to design the workshops around [the Student Ambassador training sessions facilitated by the Coalition on Adult Basic Education \(COABE\)](#) to cultivate the cohort’s personal narrative storytelling skills. The instructor-led workshop series will cover essay writing, video production, and public speaking. As a result, participants will gain the tools and confidence needed to articulate their experiences and share their stories with other adult learners, the community at large, potential donors, and policy makers.

Brief Description of Oakland Literacy Council:

- A. **Organization Structure:** The Oakland Literacy Council (OLC) is a 501(c)(3) nonprofit organization founded in 1984 and located at 51111 Woodward Avenue, Suite 720, Pontiac, Michigan. OLC is an Equal Employment Opportunity Employer/Program

and encourages women, people of color, and those from disadvantaged backgrounds to submit proposals.

- B. Mission: For four decades, the Oakland Literacy Council (OLC) has provided free instruction to adult learners who live, work, or go to school in Oakland County, Michigan through dedicated partnerships with trained volunteer tutors. Annually, we proudly serve over 350 adult learners, each one a testament to the resilience and determination inherent in the human spirit. The mission of our nonprofit organization extends to these types of adult learners:
1. Adult Basic Education (ABE) - native English speakers who want to bring their reading, writing, and math skills up to the 9th grade level;
 2. High School Equivalency (HSE)- native or non-native English speakers who wish to prepare for a High School Equivalency (HSE) degree;
 3. English Language Learners (ELL)- foreign-born individuals whose English is less than proficient
 4. Digital Literacy-Recognizing the indispensable role of digital literacy in today's world, OLC also offers essential support for those needing technology and basic computer skills.

PROJECT SCOPE AND DELIVERABLES

Timeline and Deadlines for the Project:

Email questions about the RFP and the completed proposal to Laurie Weeks, Executive Director, at laurie.w@oaklandliteracy.com.

- Deadline for Submission of RFP: **5 pm EST on April 14, 2025**
- Selection Date: **April 21, 2025**
- Project Completion Date: **June 15, 2025**

Target Population to be Served:

Oakland Literacy Council will recruit a cohort of 10-15 adult learners for this project. The cohort is expected to be a mix of English Language Learners, Adult Basic Education, High School Equivalency candidates, and Digital Literacy learners. These students will have reading skills at least at the second-grade level and the ability to understand spoken English at least at the intermediate level. English language learners might have been college educated in their home countries. Native English speakers, on the other hand,

might not have finished high school or have had a negative experience in the traditional educational system.

Key Project Deliverables:

- A. Lesson plans developed in coordination with a representative from COABE's Student Ambassador program. The program will provide a live facilitator during three virtual sessions of two hours each. The instructor hired with this RFP will build on the COABE program in live workshops that focus on:
 1. Essay Writing: Engaging participants in structured sessions, that will delve into the fundamentals of narrative construction and essay composition. From inception to refinement, learners will develop proficiency to effectively convey their personal narratives through the written word. Participants will leverage resources from publications such as "[Change Agent](#)", an adult education magazine, to refine their messaging. A subscription to Change Agent will be provided.
 2. Video Storytelling: Through immersive instruction, participants will practice speaking in sound bites and recording a video of themselves;
 3. Public Speaking Coaching: Recognizing the pivotal role of oral communication, participants will receive tailored coaching to refine their public speaking prowess. Through personal guidance and practical exercises, learners will cultivate confidence to articulate their narratives before diverse audiences, including public officials, thereby spearheading advocacy efforts for their peers.
- B. A proposed schedule for dates, times, and locations of the workshops.
- C. A list of learner artifacts that will be created during the workshops, such as student essays ready for submission, a short video, etc.

Budget and Pricing:

- The budget for this project **is not to exceed \$4000**.
- Payment will be made upon successful completion of the workshop series and submission of learner artifacts to Oakland Literacy Council. The funds will be Direct Deposited into the individual's bank account.

Proposal Submission Content:

Please submit your proposal as an attached PDF via email to Laurie Weeks at laurie.w@oaklandliteracy.com.

A. Cover Page

Attach a cover page to your proposal.

B. Experience Working with Targeted Population:

Provide your background in working with a diverse population (at-risk populations, adult learners, English Language Learners, etc.)

C. Education and Work Experience:

Describe your educational background and experience in teaching, coaching, workshops, writing, and public speaking.

D. Detailed Work Plan including Scope of Service:

Provide a detailed work plan that includes clearly defined goals and objectives, a project scope, proposed workshop schedule, timelines and deadlines, milestones, key deliverables, and resources. Include whether service will be delivered in-person or hybrid.

E. Budget:

Provide a budget breakdown that includes hourly rates and estimated hours for curriculum preparation and instruction, as well as any other costs such as supplies.

Evaluation Criteria:

The following point values will be used to assign point values when evaluating this proposal.

A. Professional Experience – 25 points

B. Experience with Targeted Population – 25 points

C. Work Plan – 35 points

D. Cost/Ability to Meet Timeline – 15 points

Total = 100 points