Ready To Learn
Learning Neighborhoods: Cohort 2
RFP Info Session

Thursday, June 3, 2021

Welcome and Introductions

CPB

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Cohort 1

Alabama Public Television	Detroit Public Television
Alaska Public Media	Vegas PBS
PBS SoCal (California)	WNET (New York)
WFSU (Florida)	WQED (Pennsylvania)
Kentucky Educational TV	Austin PBS
Maryland Public Television	PBS Wisconsin

RTL 2020-2025

Equip children with key skills and dispositions that lead to success in learning, work, and life.

Short & Mid-Term Goals

Young learners will begin to:

- Develop increased Functional Literacy, Critical Thinking, Collaboration, and World of Work skills and knowledge

- Explore the World of Work, the way it is organized, and the opportunities it presents

- Build an identity that enables them to connect their interests and talents to the World of Work

COMMUNITY & STATION

KID

EDUCATOR

PARENT

Families & Communities will:

- Become empowered with knowledge and skills to support children's growth and learning around the Key Skills

- Be equipped with tools and resources to support children's learning anytime, anywhere, and develop the confidence to use those tools effectively

- Contribute to children learning gains as a result of intergenerational learning experiences

Key Skills For Success

Functional Literacy - focused on use and comprehension of a variety of texts (including informational texts) and oral, written, and social communication skills (pragmatic language development)

Critical Thinking - focused on computational thinking, creative problem solving, and flexible thinking

Collaboration - focused on social awareness and relationship skills including perspective taking

World of Work Knowledge and Skills - focused on self-confidence, goal-oriented behavior, and task persistence, as well as exposure to a variety of careers and jobs

Principles to Guide Our Work

- Quality and engagement
- Diversity, equity, access, and inclusion
- Partnership and collaboration
- Innovation

Evolution of
RTL Community Engagement

What is a Learning Neighborhood?

A group of partners, including a **local PBS station**, that are acutely focused on the early learning needs of children and their families.

Foster a **community-wide culture** that promotes the "Learn Together" theme and empowers children and adults to learn anytime, anywhere – at home, in the neighborhood, and within local systems and spaces.

Intentionally coordinate parent, family and educator experiences to **provide a comprehensive set of touchpoints** for a community to support a child's learning, encouraging sustained use and extending impact of the Project content.

CC-ELM vs. Learning Neighborhoods

- Decreased prescriptiveness of RTL content

- Intentional incorporation of partner and community resources

- Foundational mindset of scaling and sustainability

- Station-to-station dialogue and mentorship; strategy and resource sharing; and networks of support

CC-ELM vs. Learning Neighborhoods

- Recognition of patterns and themes that can be applied to resource development and adopted by other Learning Neighborhoods

Opportunities for Innovation

- Lessons learned from CC-ELM model
  - FCLs, camps, Educator & Community Learning, RTL Activities Guide
- Lessons learned from the pandemic
  - Asynchronous vs. synchronous
- New approaches tied to RTL 2020-25 priorities
  - Partners
  - Innovation
  - Topic/Audience focus

Rethinking Partnerships

Local Partners
- Avoid pre-conceived notions of who to partner with
- Use needs assessment to determine the right fit for you, the partner(s), and the community

Families
- Families are our audience, but they should also be our partners.
- How do we responsibly incorporate the voices of families into the development and operation of the Learning Neighborhood?

Educators

RTL National Partners:
U.S. Chamber of Commerce Foundation

- Provide expertise and thought leadership on education and workforce needs, and how they inform the building blocks of early career readiness

- Activate local Chamber staff to partner with stations on the CANA and ongoing Learning Neighborhood activities

- Support ongoing awareness-building of RTL among working parents and local business communities.

RTL National Partners: NAEYC

- Provide guidance to ensure responsiveness of RTL to the needs of families and educators and alignment to NAEYC standards and resources

- Support the needs assessment and landscape analysis to inform Learning Neighborhoods, identifying educators for focus groups and leveraging state affiliates to participate;

- Leverage its network and platforms to promote wider use of RTL content with families, in daycare facilities and school-based settings

  - Identify opportunities for affiliate-station relationships with educators and families in Learning Neighborhoods

RTL National Partners: Parents As Teachers

- Serve as an advisor in the area of parent engagement

- Support the creation of professional and parent-facing RTL materials with a focus on parent engagement and intergenerational learning

- Collaborate to implement and distribute these resources at national and regional levels

Development of Engagement Resources

LN stations will have the opportunity to collaborate on the development of new RTL engagement resources featuring RTL 2020-2025 content

- ● Multiple waves beginning in Year 2

- ● Learning from past RTL resources and innovating based on Year 1 research

- ● Process will be managed by PBS outside of LN contracts

RTL 2020-2025 Content

	Broadcast series			Short form series				Podcasts	
	WOMBATS!	**LIZA LOOPS**	**RFP for Literacy Series**	**MOLLY of DENALI**	**PBS KIDS Career Role Models**	**Literacy Series for Streaming**	**Video+Game Experiment**	**Podcast 1**	**Podcast 2**
Age	3-5	4-8	3-5	4-8	2-8	3-8	4-7	4-8 (+families)	TBD
Invitational Priority	**Priority 2** Career Exposure & Skills	**Priority 2** Career Exposure & Skills	**Priority 1** Literacy	**Priority 1** Literacy	**Priority 2** Career Exposure & Skills	**Priority 1** Literacy	**Priority 2** Career Exposure & Skills	**Priority 2** Career Exposure & Skills	**TBD** (Related to New Series)
Learning Focus	Critical/ Computational Thinking, Flexible Thinking, Task Persistence, Collaboration	Critical/ Computational Thinking, Collaboration, Communication, Exposure to Careers	Functional Literacy, Language in Context, Reading Comprehension	Functional Literacy, Informational Texts	Exposure to Careers	Functional Literacy, Reading Comprehension	Creative Problem Solving	Exposure to Careers (Intergenerational Learning)	TBD (Intergenerational Learning)

Overlapping RTL Content

- **Molly of Denali - *functional text/world of work***
  - Episodes
  - Online games and apps
  - Short-form content
  - FCL
- **PBS KIDS ScratchJr - *computational thinking***
  - App
  - FCL

- **PBS KIDS for Parents Play & Learn Science - *multigenerational learning***
  - App
  - FCL
- **PBS KIDS for Parents Play & Learn Engineering app - *computational thinking***
- **Educator & Community Learning - *career and workforce support***

Cohort 2's First Year

Key Activities for 2021-22

- Community Assets & Needs Assessment (CANA)
  - Training
  - Implementation

- RTL Facilitator Course
  - Training
  - Implementation

- Develop and implement multi-year Learning Neighborhood plan
  - Incorporate findings from CANA

Other Deliverables

- Monthly Narrative Reporting

- Quarterly Financial Reporting

- Annual Project Report

- Annual Project Plan

- Project feedback (as needed)

- Training (as needed)

Support from CPB & PBS

- Synthesizing CANA data

- Building a cohesive digital product/mechanism to support Learning Neighborhoods

- Ongoing coaching/office hours on RTL facilitation practices

RFP Process

Access to CPB Grantee Portal

- Proposals must be submitted via grants.cpb.org
  - Request an account/access via email to dsteven@cpb.org no later than Wednesday, June 23, 2021 at 4:00 PM ET

- One submission per station

Proposal Components

Technical Proposal

1. Station capacity and commitment
2. Project Community and Target Audience
3. Collaborative Engagement

Submit in **PDF** or **DOC**

Proposal Components

Cost Proposal

- Use the budget template (available on the RFP page)

- Submit in **EXCEL**

- Include NICRA if using a federal indirect rate
  - 10% provisional rate allowable

Submitting Your Proposal

- Proposals must be submitted via grants.cpb.org

- Proposals are due no later than Wednesday, June 30, 2021 at 4:00 PM ET

- CPB will confirm receipt of your proposal via email within 2 business days

FAQ

- All questions must be submitted in writing to dsteven@cpb.org

- Responses will be posted in the FAQ at https://www.cpb.org/grants/RTL-2020-25-Learning-Neighborhoods-Cohort-2

- The deadline for submitting questions is Wednesday, June 23, 2021 at 4:00 PM ET.

- **<u>PLEASE</u>** check the FAQ before submitting a new question

Anticipated Timeline

- June 30 – proposals due

- July – RTL panel reviews proposals

- August – CPB approval/contracting

- September – contracting/public announcement

- October – projects begin

Tips

- Answer the prompts in section VII.A. in order

- Focus on your station's recent activities (since 2015) and upcoming plans

- Demonstrate station/community-wide interest and capacity

- Acknowledge what you don't know… and what you want to learn

- Do not submit a Learning Neighborhood plan

Q&A