**NET Centers Graphic Arts & Merchandising Program Developer & Instructor**

**Request for Proposals – deadline for Submission November 8, 2021**

**Background and Introduction**

NET Evening Report Center (ERC) seeks an experienced instructor and successful merchandising entrepreneur to develop its graphic arts and merchandising program for males ages 14-19 involved in the Philadelphia juvenile justice system. The ERC is a community based program alternative to being sent away. We provide diverse on-site programming M-F from 4-8 for up to 20 young men. It offers youth an opportunity to remain at home, develop coping skills, receive individualized supports and career development opportunities. ERC has a culinary arts program. We are expanding our on-site career development opportunities to include graphic arts and merchandising. The intent of this program is to fuel creativity and entrepreneurship for our young people and to demonstrate what having diverse streams of income can do for your financial stability.

We seek an experienced educator and business person that is able to connect with young men ages 14-19 who are primarily Black and Latinx and to work with leadership on developing a graphic arts and merchandising program.

The budget for this project includes $5500 in consulting fees and $14,500 in equipment and supplies as well as an opportunity to get additional funding through a state grant opportunity that is due the end of October.

The contact for the Request for Proposals is Deszeree Thomas, Vice President, Child Welfare & Juvenile Justice Services. Send all inquiries to [ercgraphicartsrfp@net-centers.org](mailto:ercgraphicartsrfp@net-centers.org).

**Project Goals**

* Develop graphic arts and merchandising curriculum
* Advise leadership on equipment needs for graphic arts and merchandising program
* Prepare students to obtain their Adobe Certified Associates Certification or other comparable competitive skill
* Develop entrepreneurial projects
* Advise leadership on capacity building strategies
* Advise leadership on expansion grant opportunity

**Anticipated Selection Schedule**

* Deadline for proposal submission is November 8, 2021
* Conduct interviews for finalist week of November 15, 2021
* Notify finalist of contract award on November 22, 2021

**Project Implementation Timeline**

Meet with leadership the week of November 29, 2021

Advise leadership on expansion grant by December 13, 2021

Finalize project plan by December 20, 2021

Begin program instruction by January 3, 2022

Youth are prepared or receive certifications by March 31, 2021

Youth developed and implemented merchandising project by March 31, 2021

**Qualification of Applicants**

* Able to give technical instruction in graphic/digital art design to youth with a variety of learning on sight two – four hours/week
* Proven ability to create, promote and sell graphic merchandise, like t-shirts
* Minimum of 5 years professional experience including graphic design, Adobe Creative Suite and Adobe Illustrator
* Knowledge of product styling for digital commerce
* Ability to train staff how to support students in project completion
* Ability to maintain and troubleshoot equipment and/or software needed for program
* Experts in the creation of artwork for both raster and vector formats
* Able to teach basic illustration techniques such as sketching, pen and ink, painting and digital drawing and painting with industry standard software and tools, such as Adobe Creative Suite
* Experience with remote learning
* Bachelor’s Degree or higher in Illustration or Visual Communication or related field or comparable work experience of 5+ years

Key competencies – Ability to:

* Engage and teach target population
* Communicate effectively orally and in writing
* Coach and mentoring youth
* Design curriculum for and instruct youth with on different levels academically
* Maintain course environment that supports retention and certification completion
* Give feedback to youth

**Project budget** (not included in 10 pages – submit as an excel attachment)

The budget for this project includes up to $5500 in consulting fees ($50/hour for 110 hours of service) and $14,500 in equipment and supplies.

* Develop budget in excel outlining project costs, ie how you would spend the $14,500

**Time & Submission of Proposals**

* Email application in Word or Google Doc and all attachment to [ercgraphicartsrfp@net-centers.org](mailto:ercgraphicartsrfp@net-centers.org)

**Submission Requirements**

* 10 page single space, 1 inch margin maximum (not including attachments)
* Use headers
* Submit application by 11:59 PM on Monday, November 15, 2021 via email at [ercgraphicartsrfp@net-centers.org](mailto:ercgraphicartsrfp@net-centers.org)

**Elements of Proposal**

* Develop graphic arts and merchandising curriculum and program
  + Description of program
  + Your teaching philosophy/approach
  + Description of how you will Prepare students to obtain their Adobe Certified Associates Certification or other comparable competitive skill
  + Discuss how you will develop and implement entrepreneurial/merchandising projects
  + Discuss how you will engage and prepare youth with varying academic backgrounds and capacities
  + Discuss experience in measuring outcomes/evaluating the effectiveness of your service
* Advise leadership and collaborate with NET leadership on program design, implementation and growth
  + Discuss previous similar experience
  + Describe/outline equipment needs for graphic arts and merchandising program
  + Discuss some capacity building strategies to ensure program sustainability
* Description of Applicant Background, Experience & Outcomes Working on Similar Projects with Similar Population (include website or social media references)
  + Must include a statement that you meet the minimum Qualification of Applicants Outlined Above
  + Include a description of how you meet the key competencies outlined in the Qualification of Applicants
  + Include description of graphic arts and merchandising experience
  + Include of statement of why you want to do this project
  + Include description of your technological experience
* Professional References (list three professional references in graphic arts, merchandising, and/or graphic arts & merchandising course instruction
  + Name, Title, Statement of Relationship, ie how you know this individual professionally, and contact information
* Attachments (Not Included in 10 page limit)
  + CV or resume
  + Sample intro to graphic arts and merchandising curriculum for 2 hour sessions over 12 weeks
  + Examples of Work
  + Budget

**Evaluation Criteria (0-100)**

Develop graphic arts and merchandising curriculum and program (25 points)

Advise leadership and collaborate with NET leadership on program design, implementation and growth (25 points)

Description of Applicant Background, Experience & Outcomes Working on Similar Projects with Similar Population (include website or social media references) – 25 points

Professional References – 5 points

Attachments (Not Included in 10 page limit) – 20 points

* + CV or resume
  + Sample intro to graphic arts and merchandising curriculum for 2 hour sessions over 12 weeks
  + Examples of Work