



Latina LEADS Program 2021 Request for Proposals

Dear Partners & LULAC Councils:

On behalf of LULAC Institute and Charter Communications, known through its Spectrum brand, and a leading provider of broadband, video, meobile and voice services, we invite you to apply for the Latina LEADS ((L)eadership (E)ntrepreneurship (A)cademia (D)evelopment (S)eries) program.

LULAC and Spectrum have partnered to develop this impactful program for Hispanic middle school-aged girls designed to increase their exposure to STEAM fields (science, technology, engineering, art, and mathematics). Program participants will have the opportunity to take part in STEAM-focused workshops, interactive activities, hear from industry professionals, have access to academic and career guidance, leadership development, and more.

LULAC and Spectrum are seeking site partners to help host and implement the Latina LEADS program. Spectrum will award eight (8) site partners \$5,000 each to support the implementation of the program curriculum from August 2021 to June 2022. Through this initiative, LULAC and Spectrum will support efforts to increase female, Hispanic representation in STEAM fields of study and careers.

All Partners and LULAC Councils are invited to submit a proposal. Special consideration will be provided to the following locations:

- Ohio: Cincinnati, Cleveland, Columbus
- New York: New York City
- Texas: Austin, Dallas, El Paso, San Antonio
- Wisconsin: Milwaukee

In the attached Request for Proposal (RFP), you will find additional information about the Latina LEADS program, as well as application submission requirements. Questions or comments may be directed to Melissa Cossio, Program Coordinator at LULAC Institute, Inc. via email at MCossio@LULAC.org or by phone at (858) 461-8520.

Proposals must be submitted by 11:59 P.M. EST, Friday, April 30th, 2021. To submit your proposal, click [HERE](#).

Thank you for your interest and commitment. We look forward to working with you.

Sincerely,

Sindy M. Benavides

Chief Executive Officer, LULAC Institute Inc.

Background

Although women across the United States have made significant strides in education and economic security, statistics show that Hispanic women still lag behind compared to their non-Hispanic counterparts. According to the National Science Foundation, while women comprise 25% of the science and technology workforce, Hispanic women represent only 3% of this workforce. LULAC recognizes that in order to prepare our young women to break into in-demand tech careers, we must start early. This means promoting better career opportunities through education and mentoring at a young age.

Latina LEADS ((L)eadership (E)ntrepreneurship (A)cademia (D)evelopment (S)eries) puts its focus on female Hispanic students in middle school, as they are in a formative phase in their lives and are more likely to adopt a growth mindset. This initiative also aims to close the digital divide both nationally and at the local level, an important goal on which LULAC and Spectrum have long partnered.

As the premiere grassroots Hispanic organization in the United States, LULAC has provided Hispanic communities with the technological skills needed to reduce the economic and educational disparities that are all too prevalent in our communities. Over the last 15 years, LULAC has empowered communities to immerse themselves in the digital age by providing state-of-the-art computer technologies and safe spaces in the United States and Puerto Rico. Spectrum is part of Charter Communications, the second largest cable operator in the United States. The company is committed to diversity and inclusion in every aspect of their business, including the advancement of educational and economic opportunities for the Hispanic population in the United States. The company's Spectrum Digital Education program works to bridge the gap in digital literacy through local grants, webinars, workshops and public service announcements. LULAC National Educational Service Centers, Inc. received one of the first Spectrum Digital Education grants ever awarded.

The Latina LEADS program aims to close the digital gap among Hispanic youth by providing participants enhanced educational and economic opportunities. The program will empower Hispanic middle school-aged girls by providing leadership training and professional development to prepare them for in-demand careers in the STEAM fields. The program will encourage academic achievement, strategic and critical thinking skills, and an understanding of the digital world.

Program Description

The Latina LEADS program is a one-year after-school program for middle school girls. The challenging curriculum features robust programming including STEAM-focused workshops, interactive activities, hear from industry professionals, have access to academic and career guidance, leadership development, and emotional support. The program will help participants fortify their strengths and conquer their weaknesses, building a foundation in math and science that will continue to support them in their future academic and professional endeavors.

The Latina LEADS program aims to:

- ❖ Improve participants' attitudes towards studying and increase their knowledge of effective studying techniques;
- ❖ Improve participants' academic performance, as measured by grades and attendance;

Latina LEADS

- ❖ Promote participants' confidence and self-esteem towards learning in general;
- ❖ Increase participants' on-time graduation rates, leading to graduation from high school and enrollment in college;
- ❖ Immerse participants' in a technology-rich curriculum, including computer science and engineering;
- ❖ Provide participants opportunities and resources for leadership development, networking, and the development of workforce and business skills; and
- ❖ Expose participants to STEAM-related careers, including introductions to professionals that can serve as mentors.

The Latina LEADS program will:

- ❖ Introduce the digital world in a safe, legal, and ethical way. Participants will learn about their rights and responsibilities, as well as opportunities available to them in an interconnected digital world;
- ❖ Empower participants' learning and ensure that they take an active role in learning;
- ❖ Help participants become creative communicators. By working with others in group environments, participants will learn how to think critically and find creative solutions;
- ❖ Administer career awareness and/or leadership workshops through a speaker series;
- ❖ Provide field trips to tech companies and other career development opportunities, such as job-shadowing leading Hispanic women.

Program Curriculum

The Latina LEADS program curriculum provides participants with three (3) hours of programming and one (1) hour of tutoring per month through STEM lessons, interactive activities, keynote speakers, tutoring and more. Throughout the program cycle, awarded sites will implement a curriculum that provides an introduction to STEAM and follows four STEAM pillars: Technology, Engineering, Cybersecurity, and Broadcasting.

Each pillar must be covered for a duration of two months. LULAC Institute will provide an introductory lesson plan, examples of interactive workshops and STEAM-activity kits, and one recording of a keynote speaker for each pillar. Awarded sites are expected to use the resources provided by LULAC Institute and supplement with additional activities such as workshops, tutoring, and speakers to meet the contact hour requirements.

The following descriptions provide more information about each pillar:

Technology

Technology is all around us! But what comes to mind when you think about technology? Many people think about electronic devices such as phones or computers, however, technology is much more than that!

Technology is simply the use of knowledge to invent new things, including devices and tools, that can make our lives easier or solve problems. The development of technology has allowed significant advancements in infrastructure, medicine, academics, and every other field you can think of.

Throughout history, humans have been using innovation to make technological advancements. Through this pillar, students will learn about emerging tech and the growing fields of technology development within STEM.

Engineering

Engineering is the process of designing and building structures, products, and systems to help solve a problem. There are many different branches of engineering including civil, chemical, electrical, and mechanical, just to name a few. Engineering has an impact on many parts of our daily lives from the computer you are using now to the technology you use to communicate with your teachers and friends.

Have you ever wondered how it's possible to communicate with someone across the country, on the other side of the world, or even in outer space? Telecommunication is any kind of communication that takes place over a distance. Through telecommunication information such as voice, data, and video is exchanged. Some examples of technologies and equipment that make this possible are telephones, satellites, radio and television broadcasting, and the internet. Telecommunication Engineers are working on the latest advancements in communication technology to help you stay connected.

This pillar will provide students with an introduction to engineering and expand students' knowledge on the ins and outs of telecommunication engineering that helps us stay connected from a distance!

Cybersecurity

Keeping yourself and your personal information safe on the internet is extremely important as technology continues to advance. Nowadays, it's common for adults to be required to share sensitive information via the internet with certain organizations or companies such as banks. Therefore, it's important to know how to stay safe and how organizations are working to keep your information secure.

Cybersecurity, also known as information security, is the practice of protecting networks, systems, and devices from attacks, damage, and unauthorized access. Ensuring the confidentiality, integrity, and availability of information is of the utmost importance for organizations who handle delicate information.

This pillar explores the do's and don'ts of internet safety and the basics of cybersecurity including how to identify potential threats and assess the safety of the networks, systems, and devices being used.

Broadcasting

Watching your favorite television show or listening to your favorite song on the radio is made possible for millions of people everyday through broadcasting. Broadcasting is the process of distributing audio and/or video content electronically to a large audience. Information can be transmitted through the air using radio waves, through the use of wire, or with communications satellites, making it possible to receive your favorite channels and stations on your devices.

Students will navigate through this pillar to learn how leaders in the broadcasting industry are working to deliver your favorite content to you every day. They will gain a better understanding of the current and emerging technologies as well as the trends in broadcasting.

Measuring Impact

The program’s progress and success will be measured by site coordinators using qualitative, quantitative, and anecdotal measurements to assess whether:

- ❖ Participants develop more positive attitudes towards the STEAM fields;
- ❖ Participants become more self-efficient in their use of technology;
- ❖ Participants become more self-confident learners;
- ❖ Participants intend to continue learning about STEAM fields;
- ❖ Participants demonstrate problem-solving techniques using computer science;
- ❖ Participants’ knowledge of various tech careers and professions increases; and
- ❖ Participants’ parents better understand the importance of participants graduating on time and pursuing a college education.

Evaluation Requirements

Site coordinators will be required to submit all reporting and data requested by LULAC and Spectrum as outlined in the grant agreement.

The following items will be submitted as part of Quarterly Reports:

- ❖ Activities Report
- ❖ Attendance Report
- ❖ Budget Report and Receipts
- ❖ Media Report
- ❖ Student Spotlight Profile

Additional evaluation items required include:

- ❖ Participant Surveys
- ❖ Coordinator Surveys
- ❖ Other reporting items as needed

Program Timeline*

Deadline	Item	Notes
Thursday, April 8th, 2021 2:30 PM EST	Informational Call	To join via Zoom, click HERE . LULAC Institute staff will be available to review the RFP and answer any questions you may have.
Thursday, April 22nd, 2021 4:00 PM EST	Informational Call	To join via Zoom, click HERE .

		LULAC Institute staff will be available to review the RFP and answer any questions you may have.
Friday, April 30th, 2021	Deadline to Submit Proposals	
Tuesday, June 1st, 2021	Notification to all applicants regarding selection	All applicants will be notified in writing via email.
Tuesday, June 7th, 2021	Deadline to Submit Signed Letter of Agreement	
Wednesday, August 11th, 2021	On-Site Program Coordinator Training	
August 2021 - June 2022	Implementation of program and evaluation	Programs must close out by June 30, 2022 and ensure all reports are turned in

* Subject to change.

Site Requirements

Site partners must provide a minimum of three (3) hours of programming and one (1) hour of tutoring per month over the course of the grant, and must engage a minimum of 15 Hispanic middle school-aged girls.

Program Requirements
<ul style="list-style-type: none"> ❖ Grantees must participate in a mandatory orientation ❖ Provide STEAM education and awareness programming and tutoring for the duration of the program. ❖ Serve a cohort of 15 Hispanic middle school girls throughout the duration of the program. ❖ Provide a total of 4 hours of programming a month through workshops, speakers, STEAM enrichment, and tutoring. ❖ Host Parent orientation and recruitment night to inform interested parties about the program. ❖ Promote the program to local media, via social media, and other forms to obtain coverage. ❖ Hold educational panels and/or workshops promoting STEAM oriented careers. ❖ Must be a 501c3 nonprofit organization.
Reporting Requirements
<ul style="list-style-type: none"> ❖ Submit and implement proposed budget ❖ Submit program report templates provided by LULAC Institute, Inc. ❖ Submit pictures ❖ Submit clippings of media coverage, social media analytics, and social media postings throughout the duration of the program. ❖ Student/Teacher/Parent anecdotes

Proposal Submission

Please submit all materials in PDF format by clicking [HERE](#) or by emailing them to Melissa Cossio, Program Coordinator at LULAC Institute, Inc. via email at MCossio@LULAC.org

Applications are due by 11:59 PM EST on Friday, April 30th, 2021. Before submitting your application, review the following checklist to ensure all necessary components are included:

- Application Form
- Cover Letter
- Implementation Narrative
- Proposed Timeline
- Budget Narrative
- Program Coordinator Resume
- Middle School's 2021-2022 Academic Calendar

Questions or comments may be directed to Melissa Cossio, Program Coordinator at LULAC Institute, Inc. via email at MCossio@LULAC.org or by phone at (858) 461-8520.

Application Form

Section 1: Main Point of Contact for this Application	
1. First and Last Name:	2. Title:
3. Email:	4. Direct Phone Number:
Section 2: Applicant Information	
5. LULAC Council / Organization Name:	6. School District (if applicable):
7. Is the LULAC Council in good standing? (if applicable) <input type="checkbox"/> Yes <input type="checkbox"/> No	8. Select all that apply: <input type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c)(4) <input type="checkbox"/> NA
9. Mailing address (street, city, state, zip code):	
10. Office phone number:	11. Web Address:
12. Social Media Handles (if applicable): Facebook: _____ Twitter: _____ Instagram: _____	
13. Organization's Mission:	
14. LULAC Council / Organization agrees to cooperate with third party evaluators that may analyze the data provided by the school under this grant. <input type="checkbox"/> Yes <input type="checkbox"/> No	
Section 3: LULAC Council President / Organization Leader	
15. First and Last Name:	16. Title:
17. Email:	18. Direct Phone Number:
Section 4: Program Coordinator	
19. First and Last Name:	20. Title:
21. Email:	22. Direct Phone Number:
Section 5: Fiscal Agent Information	

23. LULAC Council / Organization's Legal Name:	
24. Mailing address (street, city, state, zip code):	
25. Fiscal Agent First and Last Name:	26. Title:
27. Email:	28. Direct Phone Number:
Section 6: Demographics of Population Served by the Project	
29. Racial and Ethnic: Please provide the percentage of student enrollment by racial and ethnic identity at the school. Total must equal 100%. If you do not track ethnic and cultural data, please make an educated estimate and do not leave any area blank. Use a zero entry where appropriate: ___% African American ___% Hispanic/Latino ___% White ___% Asian American ___% Native American ___% Other	
30. Income Level: Please provide the percentage of low-income individuals served by the project. If this population is not served by program, insert N/A. ___% Low-income (As defined by the U.S. Federal Government Department of Health & Human Services)	
31. Other: If the program serves one or more of the populations below, indicate the percentage served. If one or more population(s) are not served by your organization, insert N/A. ___% Students with disabilities (physical, intellectual, and/or learning) ___% Rural (Rural is defined by the U.S. Census Bureau as places of less than 2,500 people.) ___% Urban Cluster (An urban cluster is defined by the U.S. Census Bureau as a territory that has at least 2,500 people, but fewer than 50,000.) ___% Metro (A metro area is defined by the U.S. Census Bureau as a territory that has a population of 50,000 or more.)	

Cover Letter

Please submit a one-page cover letter describing your interest in the program, how and why your students would benefit from the program, and your site's capacity to successfully host the program.

Implementation Narrative

All applicants must respond to the following questions. Responses to the questions must adhere to the minimum and maximum word limits listed for each. Narrative responses must be submitted in pdf format.

1. Describe your vision of how the Latina LEADS Program can support the mission of your council/organization and the community it serves. (150 – 300 words max).
2. Describe any experience with youth leadership programs or STEM education programs your LULAC Council / Organization has been a part of in the last three years. (150 – 300 words max).
3. Implementation specifics. Do you have a designated coordinator that can work with LULAC staff to plan, coordinate, and lead the program onsite? (150 – 300 words max).
4. Provide an action plan for recruiting students for your program and retaining them for the entire duration of the one-year program. (Ex: via social media, newsletters, virtual recruitment, etc.) (100-200 words max)
5. Describe how you will deliver the minimum three (3) hours of programming and one (1) hour of tutoring. (100-200 words max)
6. What partnerships can you activate to ensure the success of your program? (100-200 words max)
7. Provide an overview of how you plan to highlight and promote the program to external audiences. What is your communication plan? (100-200 words max)

COVID-19 Program Structuring

1. Describe your council's/organization's capacity to host remote activities and/or in-person activities that comply with social distancing guidelines and CDC health guidelines. (100-200 words max)
2. Does your site have the staffing capacity to meet the needs of students? (100-200 words max)
3. Describe the format your council/organization plans to use to host activities (remote/virtual, in-person, combination). (100-200 words max)
4. How will you address these impacts of COVID-19 to ensure there are no long term disruptions to programming? (100-200 words max)

Proposed Timeline Guidelines & Template:

Please use the template to describe how you will:

- Meet with a minimum of 15 middle school-aged girls; and
- Provide at least 3 programming hours and 1 hour of tutoring per month.

Program Timelines must provide an introduction to STEAM and follow four STEAM pillars: Technology, Engineering, Cybersecurity, and Broadcasting. Each pillar must be covered for a duration of two months.

LULAC Institute will provide an introductory lesson plan, examples of interactive workshops and STEAM-activity kits, and one recording of a keynote speaker for each pillar. Awarded sites are expected to use the resources provided by LULAC Institute and supplement with additional activities such as workshops, tutoring, and speakers to meet the contact hour requirements.

A breakdown of each month's activity is required.

2021-2022 Latina LEADS Program Timeline

Month	Topic/Activity	Notes
Program Activation & Student Recruitment		
August 2021		
Student & Parent Introduction / What is STEAM?		
September 2021		
October 2021		
Pillar 1: Technology		
November 2021		
December 2021		
Pillar 2: Engineering		
January 2022		
February 2022		
Pillar 3: Cybersecurity		
March 2022		
April 2022		
Pillar 4: Broadcasting		
May 2022		
June 2022		

Proposed Budget

Please complete the budget and budget narrative using the template below. This information is not binding and if your application is selected, we will work with you to finalize the budget. Please provide as much detail as you can at this stage. Please note that the Program Coordinator stipend cannot exceed \$1,500.

Recommended Budget Example

Line Item	Amount	Narrative
Program Coordinator Stipend	\$1,500	
Recruitment Materials	\$100	Flyers, paid ads, etc.
Workshop Supplies	\$1,500	Supplies used for workshops and interactive activities
Student Incentives	\$500	Giveaways to incentivize completion of student forms and participation in all program activities
Internet Connectivity Stipend	\$750	\$50 stipend for each participating student's family to assist with internet connectivity expenses
Shipping Costs	\$150	Mailing of workshop supplies and materials to students
Indirect Costs	\$500	
TOTAL	\$5,000	

2021-2022 Latina LEADS Program Budget

Line Item	Amount	Narrative
TOTAL	\$5,000	

Program Coordinator Resume

Please attach the program coordinator's resume. Resume should be no longer than two pages.

Middle School Academic Calendar

Please provide the 2021-2022 academic/events calendar for your site. All program activities will take place September 2021 through December 2022.