



2022-2023 Latina LEADS Program 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, mobile 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 six (6) site partners \$6,000 each to support the implementation of the program curriculum from August 2022 to June 2023. Through this initiative, LULAC and Spectrum will support efforts to increase female, Hispanic representation in STEAM fields of study and careers.

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 Manager at LULAC Institute, Inc. via email at MCossio@LULAC.org or by phone at (858) 461-8520.

Proposals must be submitted by 11:59 PM EST, Monday, June 13, 2022. 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, a leading broadband connectivity company and cable operator serving more than 32 million customers in 41 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.

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, the opportunity to hear from industry professionals, 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 the fields of STEAM 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;
- ❖ 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 an engaging curriculum, with a strong focus in the fields of technology, engineering, broadcasting, and cybersecurity ;
- ❖ Provide participants opportunities and resources for leadership development, networking, and the development of academic and workforce 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 and sharpen critical thinking skills;
- ❖ 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 guest speaker events;
- ❖ Provide field trips to tech companies and other career development opportunities, such as job-shadowing leading Hispanic women.
- ❖ Provide a nurturing environment for students and families to connect them to critical technology resources

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, field trips, 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 additional keynote speaker events for each pillar. Awarded sites are expected to use the resources provided by LULAC Institute and supplement with additional activities such as workshops, field trips, tutoring, and speakers to meet the contact hour requirements.

The following descriptions provide more information about each pillar:

Pillar 1: What is STEAM?

STEAM teaches us to take thoughtful risks, think critically about how to solve a problem, embrace teamwork and collaboration, and be creative! Learn how the fields of STEAM are interconnected in every industry to help drive innovation and technological advancements. Identify the 21st Century STEAM skills that will help you succeed in your personal, academic and professional journeys.

This lesson will empower students to think creatively and intentionally of how the fields of science, technology, engineering, arts, and mathematics work together all around them.

Pillar 2: 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! Learn how technology plays a role in our everyday lives and how it can be a powerful tool used to help increase accessibility and equity for people with different needs.

This lesson will demonstrate how technology and automation are being incorporated into our daily lives and how it can be a powerful tool used to help increase accessibility and equity for people with different needs.

Pillar 3: Engineering

Engineering is the process of designing and building structures, products, and systems to help solve a problem. All of the things you see around you were created by an individual, or team, who identified a problem or need and used their creativity and innovation to find a solution. These individuals are also known as engineers! Learn how engineers use the engineering design process and principles of universal design to create a more inclusive and accessible future for all!

This lesson sparks critical dialogue around how engineers play a pivotal role in increasing inclusion and accessibility for all through the design of structures, products, and systems to help solve a problem.

Pillar 4: Cybersecurity

Keeping yourself and your personal information safe on the internet is extremely important as technology continues to advance. Nowadays, it's common to be asked 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 cybersecurity plays a role in keeping your information secure. Learn the basics of cybersecurity including how to identify potential threats and take preventative measures to minimize your risk being vulnerable to cyberattacks.

This lesson explores the role of cybersecurity in keeping private data and information safe by securing computer systems and networks with the goal of increasing online safety.

Pillar 5: Broadcasting

Watching your favorite television show or listening to your favorite song on the radio is made possible for millions of people every day 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.

This lesson provides insight on how leaders in the broadcasting industry are working to deliver your favorite content to you every day. Students 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:

- ❖ 70% of participants develop more positive attitudes towards the STEAM fields;
- ❖ 65% of participants become more self-efficient in their use of technology;
- ❖ 70% of participants become more self-confident learners;
- ❖ 70% of participants intend to continue learning about STEAM fields;
- ❖ 60% of participants demonstrate problem-solving techniques using computer science;
- ❖ 70% of participants' knowledge of various tech careers and professions increases; and
- ❖ 60% of 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.

LULAC Latina LEADS Program

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

- ❖ Narrative
- ❖ 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
Tuesday, May 31, 2022 4:00 - 5:00 PM CST	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.
Monday, June 6, 2022 12:00 - 1:00 PM CST	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, June 9, 2022 2:00 - 3:00 PM CST	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.
Monday, June 13, 2022	Deadline to Submit Proposals	Click here to submit proposal
Thursday, June 24, 2022	Notification to all applicants regarding selection	All applicants will be notified in writing via email.
Tuesday, June 28, 2022	Office Hours	LULAC staff will be available to answer questions about the Letter of Agreement
Friday, July 1, 2022	Deadline to Submit Signed Letter of Agreement	
Thursday, July 7, 2022	Welcome & Intro Call	
August 2022 - June 2023	Implementation of program and evaluation	Programs must close out by June 30, 2023 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

- ❖ 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 a family orientation and recruitment night to inform interested parties about the program.
- ❖ Host an end-of-year celebration at the conclusion of 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.
- ❖ Participate in program-wide supplemental activities
- ❖ Must be a 501c3 nonprofit organization.

Reporting Requirements

- ❖ 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 Monday, June 13, 2022. 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 Manager 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 <input type="checkbox"/> Not sure	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 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.)

Section 7: Program Format

32. In what format do you plan to host the Latina LEADS program?

Fully In-person
 Fully Virtual
 Hybrid

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. How do you plan to engage parents/guardians to ensure students are supported in their participation throughout the duration of the program? (100-200 words max)
8. 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 keynote speaker event for each pillar. Awarded sites are expected to use the resources provided by LULAC Institute and supplement with additional activities such as workshops, field trips, tutoring, and speakers to meet the contact hour requirements.

A breakdown of each month's activity is required.

Download template at: <https://lulac.org/programs/LatinaLEADS-timeline-template.docx>

2022-2023 Latina LEADS Timeline Example

Month	Topic/Activity	Notes
Program Activation & Student Recruitment		
August 2022	Family Recruitment Night	1 hour - Students and parents will learn about the program and complete a STEAM activity. Those interested in joining will fill out a program application.
	Ongoing recruitment efforts	Recruitment efforts will take place through social media, community organizations, and local middle schools that serve high populations of Latino students.
Pillar 1: What is STEAM?		
September 2022	Family Orientation	1 hour - Parents and students will attend to learn about the expectations of the program.
	LULAC STEAM Intro Lesson	2 hours - Coordinator will present the intro lesson provided by LULAC.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
October 2022	STEAM Activity	2 hours - Students will create a STEAM-themed mood board and build a solar robot with a STEAM kit.
	Keynote Speaker	1 hour - Students will hear from a local Architect to learn about how the Arts and STEM work together in the field of architecture.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
Pillar 2: Technology		
November 2022	LULAC Technology Intro Lesson	2 hours - Coordinator will present the intro lesson provided by LULAC.
	Keynote Speaker	1 hour - Students will hear from a Video Game Developer who will share their journey in the field of tech.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
December 2022	Field Trip	2 hours - Students will visit a local university and learn about 3D printing technology.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
	Family Holiday Celebration	1 hour - Students and parents will celebrate the holidays through a roundtable discussion of what the program has taught students so far. Students will be able to recap their favorite activities and memories. Coordinators will give a look at what is in store during the next semester. Students will receive a STEAM kit as a holiday gift to complete during the school break.
Pillar 3: Engineering		
January 2023	LULAC Engineering Intro Lesson	2 hours - Coordinator will present the intro lesson provided by LULAC.
	Engineering Panel	1 hour - Students will learn about the different branches of engineering through a panel.
	Mentoring & Homework Help	1 hour - Panel participants will provide mentoring to students and help

LULAC Latina LEADS Program

		them with their homework. Snacks will be provided.
February 2023	Engineering Kit	2 hours - Students will learn about engineering through an Arduino kit activity.
	Team Building Activity	1 hour - Students will work in teams to research an uncommon branch of engineering and present to their peers.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
Pillar 4: Cybersecurity		
March 2023	LULAC Cybersecurity Intro Lesson	2 hours - Coordinator will present the intro lesson provided by LULAC.
	Coding Activity	1 hour - Students will learn the basics of coding using Code.org
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
April 2023	Field Trip	2 hours - Students will visit the local law enforcement offices where they will hear from cybersecurity experts and learn how to identify cyber threats.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
Pillar 5: Broadcasting		
May 2023	LULAC Broadcasting Intro Lesson	2 hours - Coordinator will present the intro lesson provided by LULAC.
	Podcast Project Part 1	1 hour - Students will work as a team to select a field of STEAM they want to focus on for their podcast project. They will identify potential questions and a speaker for their podcast.
	Homework Help	1 hour - Coordinator will host a homework help session for students to bring their assignments. Snacks will be provided.
June 2023	Podcast Project Part 2	2 hours - Students will work together to record their podcast. Podcasts will be available on YouTube to listen to.
	End-of-Year Celebration	2 hours - Students and parents will celebrate the completion of the program. Coordinators will present Certificates of Completion to students. Food will be catered.

2022-2023 Latina LEADS Program Timeline Template

Month	Topic/Activity	Notes
Program Activation & Student Recruitment		
August 2022		
Pillar 1: What is STEAM?		
September 2022		
October 2022		
Pillar 2: Technology		
November 2022		
December 2022		
Pillar 3: Engineering		
January 2023		
February 2023		
Pillar 4: Cybersecurity		
March 2023		
April 2023		
Pillar 5: Broadcasting		
May 2023		
June 2023		

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 \$2,000.

Download template at: <https://lulac.org/programs/LatinaLEADS-budget-template.docx>

Recommended Budget Example

Line Item	Amount	Narrative
Program Coordinator Stipend	\$2,000	
Recruitment / Orientation Family Event	\$200	Host a family event as a recruitment tool to enroll students into the program. Purchase recruitment materials such as flyers, paid ads, etc.
Workshops - Food / snacks	\$500	Food, snacks, drinks, eating utensils, etc.
Workshops - STEAM kits / supplies	\$500	Supplies for interactive, hands-on activities
Workshops - Printing and Postage	\$400	Printing activity copies and mailing materials to students (if applicable)
General Equipment	\$800	General equipment and supplies such as printing paper, pens, markers, etc.
Field Trips	\$500	Transportation, meals, entry fees (if applicable), etc.
End-of-Year Celebration	\$500	Family celebration to award certificates of completion
Indirect Costs	\$600	
TOTAL	\$6,000	

2022-2023 Latina LEADS Program Budget Template

Line Item	Amount	Narrative
TOTAL	\$6,000	

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 2022-2023 academic/events calendar for your feeder school. All program activities will take place August 2022 through June 2023.