Latina LEADS Powered by Spectrum & LULAC
Request for Proposal 2019

Dear Partners & LULAC Councils:

On behalf of the League of United Latin American Citizens (LULAC) National and Spectrum, part of Charter Communications, 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 in the Austin, TX area, 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, tech-industry job shadowing, mentorship opportunities, and will 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 three site partners $5,000 each to support the implementation of their proposed programs from August 2019 to December 2019. Through this initiative, Spectrum and LULAC 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 Coordinator at LULAC Institute, Inc. via email at MCossio@LULAC.org or by phone at (915) 577-0726.

Proposals must be submitted by 5:00 p.m. MST, Friday, August 16, 2019.

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

Sincerely,

Sindy M. Benavides
Chief Executive Officer
LULAC Institute, Inc.

Rhonda N. Crichlow
Senior Vice President, Chief Diversity Officer
Charter Communications

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’s 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-semester after-school program for middle school girls. The challenging curriculum features robust programming including STEAM workshops, speakers, field trips, mentorship opportunities, 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;
❖ 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.

Measuring Program 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 a Mid-Year Report and a Final Report:

- Activities Report
- Attendance Report
- Budget Report and Receipts
- Media Report

Additional evaluation items required include:

- Participant Surveys
- Participant Spotlight Profile
- Participant Academic Report/Transcripts
- Other reporting items as needed

### Program Timeline

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Item</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 9, 2019</td>
<td>Informational Call with LULAC Coordinator At 12:30 PM CST</td>
<td>Conf. Dial in: 866-364-1511 Code: 7486909436 PIN: 0802</td>
</tr>
<tr>
<td>Aug 16, 2019</td>
<td>Deadline to submit proposals – 5 PM MST</td>
<td>Submit via email to <a href="mailto:MCossio@LULAC.org">MCossio@LULAC.org</a></td>
</tr>
<tr>
<td>Aug 23, 2019</td>
<td>Notification to all applicants regarding selection</td>
<td>Recipients will be notified in writing</td>
</tr>
<tr>
<td>September 3, 2019</td>
<td>1\textsuperscript{st} grant disbursement upon receiving signed LOA</td>
<td>All funding will be issued by check to be mailed</td>
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<tr>
<td>September 2019 - December 2019</td>
<td>Implementation of program and evaluation</td>
<td>Web-based</td>
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<tr>
<td>October 15, 2019</td>
<td>Mid-Year Report Due, Disbursement #2</td>
<td>Web-based</td>
</tr>
<tr>
<td>November 30, 2019</td>
<td>Final Report Due, Disbursement #3 Student Evaluation Reports Due</td>
<td>Web-based</td>
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</tbody>
</table>
Application Requirements
Site partners must provide a minimum of 10 hours of programming per month over the course of the grant, and must engage a minimum of 25 Hispanic middle school-aged girls.

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Reporting Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Grantees must participate in a mandatory orientation</td>
<td>● Submit and implement proposed budget</td>
</tr>
<tr>
<td>● Provide 8-12 week STEAM education and awareness programming and tutoring.</td>
<td>● Submit program report templates provided by LULAC Institute, Inc.</td>
</tr>
<tr>
<td>● Serve a cohort of 25 Hispanic middle school girls throughout the duration of the program.</td>
<td>● Submit pictures</td>
</tr>
<tr>
<td>● Provide a total of 10 hours of programming a month through workshops, tutoring, and STEAM enrichment.</td>
<td>● Submit clippings of media coverage, social media analytics, and a minimum of 8 social media postings throughout the duration of the program.</td>
</tr>
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<td>● Host Parent orientation and recruitment night to inform interested parties about the program.</td>
<td>● Student/Teacher/Parent anecdotes</td>
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<tr>
<td>● Promote the program to local media, via social media, and other forms to obtain coverage.</td>
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<tr>
<td>● Hold educational panels and/or workshops promoting STEAM oriented careers.</td>
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<tr>
<td>● Must be a 501c3 nonprofit organization</td>
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<tr>
<td>● Must be located in the Austin, TX area</td>
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</tbody>
</table>
Please submit all materials in PDF format directly to Melissa Cossio, LULAC Program Coordinator, by email to MCossio@LULAC.org. Applications are due by 5:00 p.m. MST on August 16, 2019.

- Application form
- Cover letter
- Implementation narrative
- Proposed timeline
- Budget narrative
- Promotion and recruitment plan
- Program Coordinator resume
- Middle school’s 2019-2020 academic calendar
Latina LEADS 2019 Application

All qualified request forms will be considered by a review panel and evaluated on the criteria outlined on the following pages. Final decisions on awardees will be announced within 15 days of the RFP deadline August 16, 2019.

Application Form

Section 1: Site Information

1. Name of middle school or organization:  
2. District:  

3. Mailing address (street, city, state, zip code):  

4. Office phone number:  
5. Web address:  

6. School/Organization agrees to cooperate with third party evaluators that may analyze the data provided by the school under this grant. ☐ Yes ☐ No

Section 2: Program Coordinator

7. Full Name:  
8. Title:  

9. Email:  
10. Direct phone number:  

11. Mailing address (street, city, state, zip code):  

12. Signature:  
13. Date:
Section 3: Fiscal Agent Information

13. Organization:  
14. Point of Contact and Title:  

15. Email:  
16. Direct phone number:  

17. Mailing address (street, city, state, zip code):  

18. Signature:  
19. Date:  

Section 4: Site Demographics

19. 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 (Define) ______

20. Please provide the percentage of students receiving free or reduced lunch attending the school:

___%  

21. Please provide the percentage of students with disabilities attending the school:

___% Students with disabilities (physical, intellectual, and/or learning)

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

(1) Describe your vision of how the Latina LEADS Program can support the mission of your council or organization and the community it serves. (150 – 300 words max).
(2) Briefly describe any experience with youth leadership programs or STEM education programs your 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) How will you recruit and retain at least 25 Hispanic female middle school-aged
participants through the course of the grant? (100 – 200 words max)

(5) Describe how you will deliver the minimum ten (10) hours of instruction and contact hours (100 – 200 words max)

(6) What partnerships can you activate to ensure the success of your program? (100 – 200 words max)

(7) Describe how you plan to announce and promote your new program. Marketing and/or publicity plans should include regular opportunities to inform the community, parents, and/or schools about your programs, as well as recognize LULAC and Spectrum. (100 – 200 words max)

Proposed Timeline
Please use the template below to describe when, where, and how you will:

- Meet with a minimum of 25 middle school-aged girls;
- Provide at least 10 hours of contact time per month; and
- Include a minimum of at least one workshop, panel, event, or field trip.

A breakdown of each month’s activity is required.

Timeline Example:

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic/Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2019</td>
<td>Orientation for students and parents</td>
<td>School Auditorium</td>
</tr>
<tr>
<td></td>
<td>STEAM Workshop: Robotics (25 girls, 3 hrs)</td>
<td>Assigned Classroom</td>
</tr>
<tr>
<td></td>
<td>Academic tutoring (25 girls, 3 hrs/week)</td>
<td>Library</td>
</tr>
<tr>
<td></td>
<td>Group Project</td>
<td></td>
</tr>
<tr>
<td>October 2019</td>
<td>Distinguished Speaker from X Tech Company</td>
<td>School Auditorium</td>
</tr>
<tr>
<td></td>
<td>STEAM Workshop: Coding (25 girls, 2 hrs)</td>
<td>Assigned Classroom</td>
</tr>
<tr>
<td></td>
<td>Academic tutoring (25 girls, 3 hrs/week)</td>
<td>Library</td>
</tr>
<tr>
<td></td>
<td>Group Project</td>
<td></td>
</tr>
<tr>
<td>November 2019</td>
<td>Careers in STEAM panel</td>
<td>School Auditorium</td>
</tr>
<tr>
<td></td>
<td>Job shadowing day with mentor (25 girls, 4 hrs)</td>
<td>X Tech Company</td>
</tr>
<tr>
<td></td>
<td>Academic tutoring (25 girls, 3 hrs/week)</td>
<td>Library</td>
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<tr>
<td></td>
<td>Group Project</td>
<td></td>
</tr>
</tbody>
</table>

Budget Narrative
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 $1,000.
Budget Example:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Item</th>
<th>Brief Narrative Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>Program Coordinator Stipend</td>
<td></td>
</tr>
<tr>
<td>$1,000</td>
<td>Field Trips</td>
<td>Bus rentals for field trips to X Tech Company, ACC Campus</td>
</tr>
<tr>
<td>$1,000</td>
<td>Workshop Supplies</td>
<td>4 Chromebooks, robotics kits, etc.</td>
</tr>
<tr>
<td>$450</td>
<td>Snacks</td>
<td>Snacks for tutoring and workshops</td>
</tr>
<tr>
<td>$300</td>
<td>Marketing</td>
<td>Radio ad, printing flyers, newspaper ad</td>
</tr>
<tr>
<td>$1250</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Promotion and Recruitment Plan
Please provide an action plan for recruitment of students for your program (flyers, classroom pitch, school announcements, etc.). Please describe how the Latina LEADS program will be promoted within your site and local community (flyers, social media, school newsletter, radio, etc.). Recruitment and promotion should start in September 2019 after sites are selected. All promotional activities must include the LULAC and Spectrum logos and are mandatory for any printed and digital materials that are distributed. Use of Spectrum logo must be approved by emily.tang@charter.com

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 2019-2020 academic/events calendar for your site. All program activities will take place September 2019 through December 2019.