



## 2021-2022 LULAC Conexiones Program

### Request for Proposals

Dear LULAC Councils and Partner Organizations,

On behalf of LULAC Institute, Inc. and T-Mobile, we invite you to apply to the Conexiones program. Conexiones is designed to train, motivate, and inspire young adults, especially those of Hispanic descent, to succeed in the technology sector. This initiative provides young adults with educational and tech resources to help them build the skills necessary to become more attractive to potential employers in an ever changing technology landscape and job market.

Participants will gain increased knowledge of internet safety and digital skills. They will also become more exposed to opportunities within STEM (science, technology, engineering, mathematics) careers and tech professions through interactive workshops and trainings. Students will become motivated to continue computer science, technology and engineering training as well as increase their self-confidence as their skills develop to become the next leaders in the workforce.

LULAC and T-Mobile are seeking partners to help host and implement the Conexiones program. T-Mobile will award six (6) site partners \$5,000 each to support the implementation of the program curriculum from August 2021 to June 2022. Through this initiative, LULAC and T-Mobile will support efforts to increase Hispanic representation in tech 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: California, Washington, D.C., Illinois, New Mexico, New York, and Texas.

In the attached Request for Proposal (RFP), you will find more information and criteria regarding this funding opportunity. Should you have any questions about the enclosed eligibility criteria or submission guidelines, please email [STEAM@LULAC.org](mailto:STEAM@LULAC.org) or call (858) 461-8520.

**Proposals must be submitted by 11:59 PM EST, May 9, 2021. To submit your proposal, click [HERE](#).**

To learn more about the program, visit [LULAC.org/conexiones](http://LULAC.org/conexiones).

We thank you for your commitment and dedication to empower young adults and look forward to working with you.

Sincerely,

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

## Background

### About LULAC

The League of United Latin American Citizens (LULAC), the largest and oldest Hispanic organization in the United States works to advance the economic condition, educational attainment, political influence, housing conditions, health, and civil rights of Latinos. Annually, LULAC engages its nationwide network of volunteer members to empower Hispanic families through direct service programs and advocacy in 35 states, the District of Columbia and Puerto Rico

### About Conexiones

LULAC Conexiones will provide young adults, ages 14 to 18, with basic computer skills and teach them how to manage the internet in a safe and ethical way while developing their digital skills. Conexiones was created to address the barriers that low-income young people come across with technology in their communities. Students will learn how technology affects their lives, practice team building, and develop leadership skills.

Conexiones is a training program that will offer participants basic computer skills and help them become familiar with the benefits of broadband internet and how to use it at home in a safe way. This program will also encourage participants to become creative communicators by finding creative solutions to issues and utilizing various technological methods to achieve their goals. Conexiones will allow them to understand how technology affects their lives and practice putting their new found skills to use.

### Program Objectives

The Conexiones program aims to:

- Improve participants' attitudes towards studying and increase their knowledge of effective studying techniques;
- 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 with a strong focus on internet safety awareness, computer basics and digital literacy skills;
- Provide participants' opportunities and resources for leadership development, networking, and the development of workforce and digital skills; and
- Expose participants to STEM-related careers, including introductions to professionals that can serve as mentors.

The Conexiones 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;
- Highlight the importance of being a responsible digital citizen and managing their digital footprint;
- Create positive technology habits that will be used in everyday activities and expand awareness of internet safety.

## Program Curriculum

The Conexiones program curriculum provides participants with three (3) hours of programming and one (1) hour of tutoring per month through educational lessons, interactive activities, keynote speakers, tutoring and more. Throughout the program cycle, awarded sites will implement a curriculum that provides an introduction to basic computer skills and internet safety and follows eight tech pillars.

Each pillar must be covered for a duration of one month. LULAC Institute will provide lesson plans for each pillar. In addition, LULAC will provide examples of interactive workshops and STEAM-activity kits as well as recordings of keynote speakers. 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:

1. **Privacy and Security** - Students learn how they'll be able to manage and protect their personal information and guard it to avoid scams and schemes that can compromise their identity.
2. **Digital Footprints and Reputation** - Students will learn how to protect their privacy and the privacy of others. Making students aware of how to build a positive digital footprint and examine what they share on the internet and online is permanent. Students will be mindful of the short term and long term effects of their digital selves.
3. **Self Image and Identity** - Students examine their personal lives, who they are online and offline, and the risks of presenting themselves through different personas.
4. **Copyright** - Students will learn to respect other creators and themselves in spaces where they consume and create information in online areas. Students will learn about various creative outlets and copyright and fair use laws.
5. **Relationships and Communication** - As we look to strengthen positive online connections, we will introduce digital citizenship and how to create positive interactions with others. This also lets students build on interpersonal and intrapersonal communication.
6. **Information Literacy** - Students will develop practical research skills to identify credibility, find validity, and evaluate information.
7. **Combating Cyberbullying** - Students will learn what to do if they fall victim to cyberbullying or are involved in a situation. Students will learn how individual actions, both positive and negative, can impact others and themselves.
8. **Internet Safety** - As we transition to more and more digital activities, staying safe online is imperative. Students will learn strategies such as distinguishing between inappropriate contact and positive connections.

## 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 attitudes towards studying and increase their knowledge of effective studying techniques;
- Participants become more confident and increase their self-esteem towards learning in general;
- Participants improve their academic performance leading to on-time graduation from high school and enrollment in college;
- Participants’ knowledge of internet safety awareness, computer basics and digital literacy skills increases;
- Participants’ increase their leadership, networking, and workforce and digital skills; and
- Participants’ exposure to STEM-related careers increases.

## Evaluation Requirements

Site Coordinators will be required to submit all reporting and data requested by LULAC and T-Mobile as outlined in the grant agreement.

The following items will be submitted as part of the Mid-Year and Final 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 29th, 2021 4:00 PM EST	Informational Call	To join via Zoom, click <a href="#">HERE</a> .  LULAC Institute staff will be available to review the RFP and answer any questions you may have.
Friday, May 9th, 2021	Deadline to Submit Proposals	

Wednesday, May 19th, 2021	Notification to all applicants regarding selection	All applicants will be notified in writing via email.
Friday, May 28th, 2021	Deadline to Submit Signed Letter of Agreement	
Wednesday, August 4th, 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 and high school students.

Program Requirements
<ul style="list-style-type: none"> <li>● Grantees must participate in at least 3 check in calls with LULAC staff.</li> <li>● Grantees must engage a minimum of 15 students throughout the duration of the program.</li> <li>● Provide a total of 4 hours of programming a month through workshops, speakers, interactive activities and tutoring.</li> <li>● Must host a parent and student orientation and recruitment night to inform interested parties about the program.</li> <li>● Must host a parent workshop focused on learning the basics of internet privacy.</li> <li>● Promote the program to local media, via social media, and other forms to obtain coverage.</li> </ul>
Reporting Requirements
<ul style="list-style-type: none"> <li>● Submit and implement proposed budget</li> <li>● Submit program reports (templates provided by LULAC)</li> <li>● Submit pictures and clippings of media coverage gained (if applicable)</li> <li>● Submit student/parent/teacher anecdotes</li> </ul>

## Applicant Requirements

Applicants must meet the criteria outlined below:

- Be a 501(c)3 tax exempt organization status in good standing.
- Provide the virtual space to host LULAC Conexiones.\*
- Must identify at least one program representative to coordinate all program activities.
- Be willing to work with LULAC Institute Inc. and T-Mobile for marketing and outreach

activities.

- Provide timely program and financial and data reporting.
- Participate in conference calls and other meetings as requested by LULAC Institute Inc. and T-Mobile.

**\*As of March 2021, all LULAC Programming is still remote based until further notice.**

## Proposal Submission

**Please submit all materials in PDF format by clicking [HERE](#).**

Applications are due by 11:59 PM EST on **Sunday, May 9th, 2021**. Before submitting your application, review the following checklist to ensure all necessary components are included:

- Application Form
- Cover Letter
- Implementation Narrative
- Budget Narrative
- Program Coordinator Resume
- 2021-2022 Academic Calendar

Questions or comments may be directed to [STEAM@LULAC.org](mailto:STEAM@LULAC.org) or by phone at (858) 461-8520.