

**NCDA Training and Education Council Request for Proposal (RFP)  
For  
Updating NCDA School Career Development Advisor Curriculum**

**Release Date: November 1, 2022**

**Background:**

The School Career Development Advisor training program was developed in 2017 based on an RFP released in October 2016. The training program was originally commissioned by a group of 13 prominent business and education organizations, including NCDA, gathered at the U.S. Chamber of Commerce national convening on career development. The original curriculum was piloted in 2017 and 2018.

NCDA is now ready to update this curriculum and focus more closely on hands-on coaching and practical information and resources specifically targeted to school counselors, career advisors, career navigators, school-to-career coordinators, work-based educators, co-op educators, CTE teachers, and WIOA.

The original SCDA curriculum relied on sections of the NCDA Facilitating Career Development training program. This newly updated SCDA curriculum will be an entirely stand-alone curriculum and will result in successful completers being eligible to apply for the Certified School Career Development Advisor (CSCDA) Credential through the NCDA Credentialing Commission. The newly updated curriculum will include approximately 40 hours of training. Eight (8) hours of the training will be required in a face-to-face format (online synchronous training is acceptable). The additional hours will be fully online. A complete outline of the content to be developed is included in this RFP.

**SCOPE OF WORK: Curriculum Revision/Update for School Career Development Advisor Student Manual, 2<sup>nd</sup> Edition and Instructor Manual, 2<sup>nd</sup> Edition**

**Foundation Skills of the SCDA (Chapter 1)**

- Helping Skills Ch
- Ethics Ch
- SCDA roles and responsibilities
- Program Management (12 steps)

**Education Collaborations (Chapter 2)**

- Focus for
  - Elementary
  - Middle
  - High School
- Work-Based Learning
  - Policies and guidelines related to work-based learning
- Consultative Networking
  - Exploration of post-secondary systems navigation
  - Services for students with disabilities
  - Military

- Core and CTE instructors
- School Counselors
- Career Advisors and Navigators
- Design and Conduct Workshops
- Group Management
- Lesson Plan Development
- Learning Styles of Students
- Perkins Information
- Resources at end of chapter
  - Definitions – common language
  - Federal special populations
  - Key educational initiatives
  - Perkins Special Populations

### **Business Collaborations and Networks (Chapter 3)**

1. Consultative Networking/Sales
2. Legal
3. WIIFM
  - a. Altruistic and financial benefits
4. Business Pitch
5. Advisory Board
6. Activities to Conduct:

### **Employability (Chapter 4)**

1. Labor Market
  - a. National - Bureau of Labor Statistics
  - b. Disabilities Resources
2. Job Search
3. Power/Essential Skills
4. Career Information

### **General resources for all chapters:**

1. Justice-Involved
2. Challenges and Possibilities
3. Financial Resources
4. Self-Assessment of Strengths

The School Career Development Advisor curriculum, First Edition will be provided to selected author. Additional NCDA resources and tools will be provided as requested.

### **Additional Information**

- a. Utilize existing format and references as needed.
- b. Existing content can be kept and/or updated as needed. But it is expected that this updated/rewritten curriculum will contain the most up-to-date, current, and cutting-edge information available for the K-12 population within the career development field.

- c. The Training and Education Council (TEC), and other experts in the field identified by the TEC, will assist with a comprehensive review of the new chapters prior to completion.

NCD A SCDA, 2<sup>nd</sup> Edition

- a. Update/rewrite student manual.
- b. Create an instructor manual.
- c. Create PPT template to be used by instructors.
- d. The Training and Education Council (TEC), and other experts in the field identified by the TEC, will assist with a comprehensive review of the new chapter prior to completion.

**DESCRIPTION OF DESIRED CONSULTANT EXPERIENCE and QUALIFICATIONS**

We are seeking an individual/organization with experience and expertise in K-12 education and career development.

Candidate(s) considered must have:

- Minimum of 5 years of experience designing and delivering educational/training courses and/or designing curriculum.
- Master’s degree preferred in school counseling or related field. Must have a minimum of 5 years of experience working in the K-12 school setting.

Our audience for the School Career Development Advisor training program is a wide range of professionals to include, but not limited to, school counselors, career advisors, career navigators, school-to-career coordinators, work-based educators, co-op educators, CTE teachers, and WIOA.

This population typically holds a master’s degree in school counseling or a related degree or has completed the NCD A Facilitating Career Development training program and works within the K-12 school system or directly with K-12 students. Some individuals completing the SCDA training program may have a bachelor’s degree or may have a doctorate degree.

**TIMELINES**

All applications are due electronically by midnight Eastern time on January 31, 203. We anticipate that the contract will be awarded no later than February 28, 2023. Questions pertaining to the RFP should be directed to Mary Ann Powell.

The project must be completed no later than February 28, 2024 and delivered in print ready files.

Upon award of the contract, the NCD A TEC will assist in setting a timeline for the delivery of the project.

**SUMMARY OF INFORMATION TO BE INCLUDED IN RFP RESPONSE**

1. Name and contact information of organization(s) and individual(s).
2. Description of experience and qualifications as outlined above, including the primary and other consultants working on the project.

3. Please provide relevant experience and samples that indicate your ability to provide curriculum in both face-to-face and eLearning formats.
4. Identification of any sub-contractors or staff, other than the consultant, who will work on the project. Sub-contractors or other staff project roles and qualifications should be included.
5. Description of detailed timeline to accomplish all sections.
6. Budget Narrative. Please include costs of curriculum development, editing and graphic design of the student manual and instructor manual.  
\*Please note that the selected organization or individual(s) will work closely with the NCDA Training and Education Council throughout the curriculum writing process.

**Responses to the RFP should be submitted by 12:00 a.m. Eastern on January 31, 2023 in electronic format to Mary Ann Powell, [mpowell@ncda.org](mailto:mpowell@ncda.org).**

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The National Career Development Association is a non-profit association that provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals. NCDA operates on a limited annual budget. More information about NCDA can be found at [www.NCDA.org](http://www.NCDA.org).