



## **Request for Proposals**

### **Character Education Curriculum Development Contractor**

#### **Background**

Between 2010-2012, the Muhammad Ali Center, through the support of the Institute of Museum and Library Sciences, authored a character education curriculum based on the 6 Core Principles that form the basis of the Muhammad Ali Center: Confidence, Conviction, Dedication, Giving, Respect, and Spirituality. This curriculum is the backbone of the Center's educational outreach programs both in Louisville and beyond. The modularized format of the curriculum was chosen to allow the instructor to "build" lesson plans that were flexible and customized to the audience, time constraints, and cultural context. Additionally, the curriculum model is based on Benjamin Bloom's widely known and respected learning framework which encompasses three domains: 1. Cognitive (Knowledge), 2. Affective (Skills) and, 3. Psychomotor (Attitudes). Ideally, the curriculum unfolds in a cumulative fashion and gradually challenges participants as they move from level one (cognitive) to level six (attitudes) activities.

In 2012, the "Confidence" module of the curriculum was piloted in 3 Jefferson County Public High Schools (Doss, Fairdale, and Iroquois) and was evaluated by a team led by Dr. Marco Muñoz. The evaluation was strong and concluded that the students' experience with the curriculum increased their confidence capability rating significantly. Since 2012, the Muhammad Ali Center has successfully utilized the character education curriculum as its primary outreach tool in both formal and informal education settings throughout the U.S. and abroad. Some locations include: Greater Clark County schools, Houston, Kazakhstan, and Manchester, U.K.

#### **Existing Character Education Curriculum Overview:**

Designed for middle-and high school age youth, the "Creating Our Future" curriculum currently consists of seven modules, each focusing on a single Core Principle and a culminating Life Plan. Each Core Principle module includes 10 activities. The curriculum includes an instructors guide and participant workbooks. The aim of this comprehensive curriculum is to guide young people in an exploration of Muhammad Ali's legacy and Core Principles, encourage the incorporation of these values into their lives, and inspire the development of a "life plan" that reflects a positive sense of self, a commitment to community, and preparation for the future. The individual activities of each module focus on experiential and emotional learning, encouraging the participants to reflect upon and express their sense of self, sense of others, and sense of purpose.

#### **Project Overview**

Through this call for proposals, the Muhammad Ali Center is seeking a curriculum specialist to act as the primary author of a 7 module character education curriculum revision that will include a large amount of original and new work. The existing MAC character education curriculum has

several limitations that must be addressed through this comprehensive revision and rewrite process. First, the modularized format makes the curriculum repetitive as the same activities are presented for each of the 6 Core Principles. This repetition decreases the efficacy of the program past a 1-year engagement with a student body, limiting the applicability of the curriculum to one school/programmatic year. Second, the curriculum was written before Muhammad Ali's passing and must be updated to reflect that historic event and to revise other outdated information. Additionally, Muhammad Ali's memorial service and the wealth of primary sources created during the week of his passing are a treasure of curricula resources that must be incorporated in to the next version of the MAC's character education. Finally, in line with 21<sup>st</sup> Century Learning theory, the curriculum must be digitized, utilizing information, media, and technology in all lessons and student materials.

The MAC seeks a comprehensive character education curriculum that can be tested and evaluated against several outcomes, including:

- Increased academic success
- Academic persistence
- Knowledge of the Core Principles and the legacy of Muhammad Ali
- Civic dispositions, engaged citizenship, and leadership
- Prosocial Behaviors including but not limited to Service, Healthy Lifestyle, Compassion, Trustworthiness, Justice, Fairness
- Teacher and school administrator buy-in regarding the importance of character education

This comprehensive revision will allow the Muhammad Ali Center to engage with school and community programs for multiple years, deepening student learning. In turn, through a digitized platform, the Center will be able to bring the character education program to scale, utilizing Muhammad Ali's legacy to impact students throughout the country. The Ali Center is poised to expand its reach locally, regionally and beyond, contributing to the development of young people who are college and career ready. Additionally, this needed revision and digitization of the curriculum will provide the Ali Center with the mechanism to create a sustainable revenue stream that will support the growth, reach, and impact of the Center's educational programs for years to come. This project will put the Ali Center and Louisville on the map as a cultural institution with a significant contribution to make in the area of educational attainment through character development.

### **Scope of RFP**

The main deliverables of this project include:

- In close partnership with the MAC staff and stakeholders, design of a comprehensive character education curriculum based on the Core Principles of Muhammad Ali for primary and secondary schools.
- In close cooperation with the MAC staff and stakeholders, develop new lessons and activities that incorporate 21<sup>st</sup> Century Learning theory, specifically utilizing information, media, and technology in all lessons and student materials.
- Design a mechanism to evaluate progress of students exposed to the curriculum.
- Conduct a workshop for MAC staff and stakeholders to present the draft curriculum, including Core Content standards, resources, content, instructional materials, and 21<sup>st</sup> Century Learning methodologies.
- Revise character education curriculum according to input of MAC staff and stakeholders.

- Prepare the final version of the character education curriculum for print and digital publication.
- Provide mentoring assistance to MAC staff and stakeholders during the digitization of the curriculum.

**Tentative Project Timeline:**

- December 1, 2019—Completed Draft Due
- January 15, 2020—Workshop Complete
- March 1, 2020—Final Draft Due
- June 1, 2020—Publication of Product Complete

The final design and timeline for all tasks will be agreed upon after final selection of the Contractor.

**Qualification of the Contractor:**

- A minimum of 5 years’ experience in primary/secondary curriculum design in North America.
- A Doctorate in Education or a Doctorate degree in an equivalent field.
- Skills and abilities to provide all deliverables contained in the scope of this RFP
- All candidates must be willing and able to attend in-person meetings at the Muhammad Ali Center in Louisville, KY throughout the project.

**Deadline** for proposal submission is February 28, 2019, 5:00 PM EST. Submit proposals by email to [eherb@alicenter.org](mailto:eherb@alicenter.org) with the subject: “RFP for Character Education.”

**Proposal must include:**

1. A technical overview and project plan that includes:
  - a. Overall Objectives and Approach
  - b. Related Previous Work and Studies (not to exceed 1 page)
  - c. Work Plan, Methods, and Timeline
2. An itemized descriptive budget. The narrative budget justification should include descriptions of the specific roles, responsibilities, and compensation. The MAC will award up to \$20,000 for this project.
3. Provide a list of up to three (3) references, including email address and telephone number.

**Important Notices:**

- Proposal must be submitted in English.
- Bidders will be notified of the status of their application by email.
- Decisions are final and cannot be subject to reconsideration.
- Submitted proposals will not be returned.

**Questions**

Questions regarding this RFP may be sent to [eherb@alicenter.org](mailto:eherb@alicenter.org) no later than February 15, 2018 at 5:00 PM EST, with the subject: “Questions re: RFP Character Education.” The MAC has no obligation to provide clarification to questions received after this date. Replies will be provided by February 20, 5:00 PM EST. To ensure fairness and transparency of the selection process, the MAC cannot give a prior opinion on proposals.