



COMMUNITY RELATIONS

NATIONAL PARTNER RFP WEBINAR

SEPTEMBER 14, 2017

[HTTPS://CORPORATE.BESTBUY.COM/BEST-BUY-GIVING-PARTNERSHIPS/](https://corporate.bestbuy.com/best-buy-giving-partnerships/)

RFP WEBINAR AGENDA

- **Welcome** – Andrea Wood, Director, Community Relations
- **Philanthropic Goals** – Deb Morris York, Sr. Manager, Community Relations
- **Best Buy Signature Programs** – Deb Morris York
 - Best Buy Teen Tech Centers (including Career Pathways Program)
 - Geek Squad Academy
- **RFP Overview, Partner Responsibilities, Eligibility Criteria & Timeline** – Deb Morris York
- **Q&A**



PHILANTHROPIC GOALS



WHAT ARE WE TRYING TO SOLVE?

Underserved youth are not prepared for the jobs of the future.

- 5.5 million youth ages 16-24 are neither enrolled in school nor participating in the labor market
- 77% of jobs over the next decade will require tech skills
- 1.4 million jobs over the next decade will require tech skills with only 400,000 people trained to do them.



VISION FOR COMMUNITY RELATIONS

Best Buy will help underserved teens get the tech skills and training they need to be prepared for a successful career.

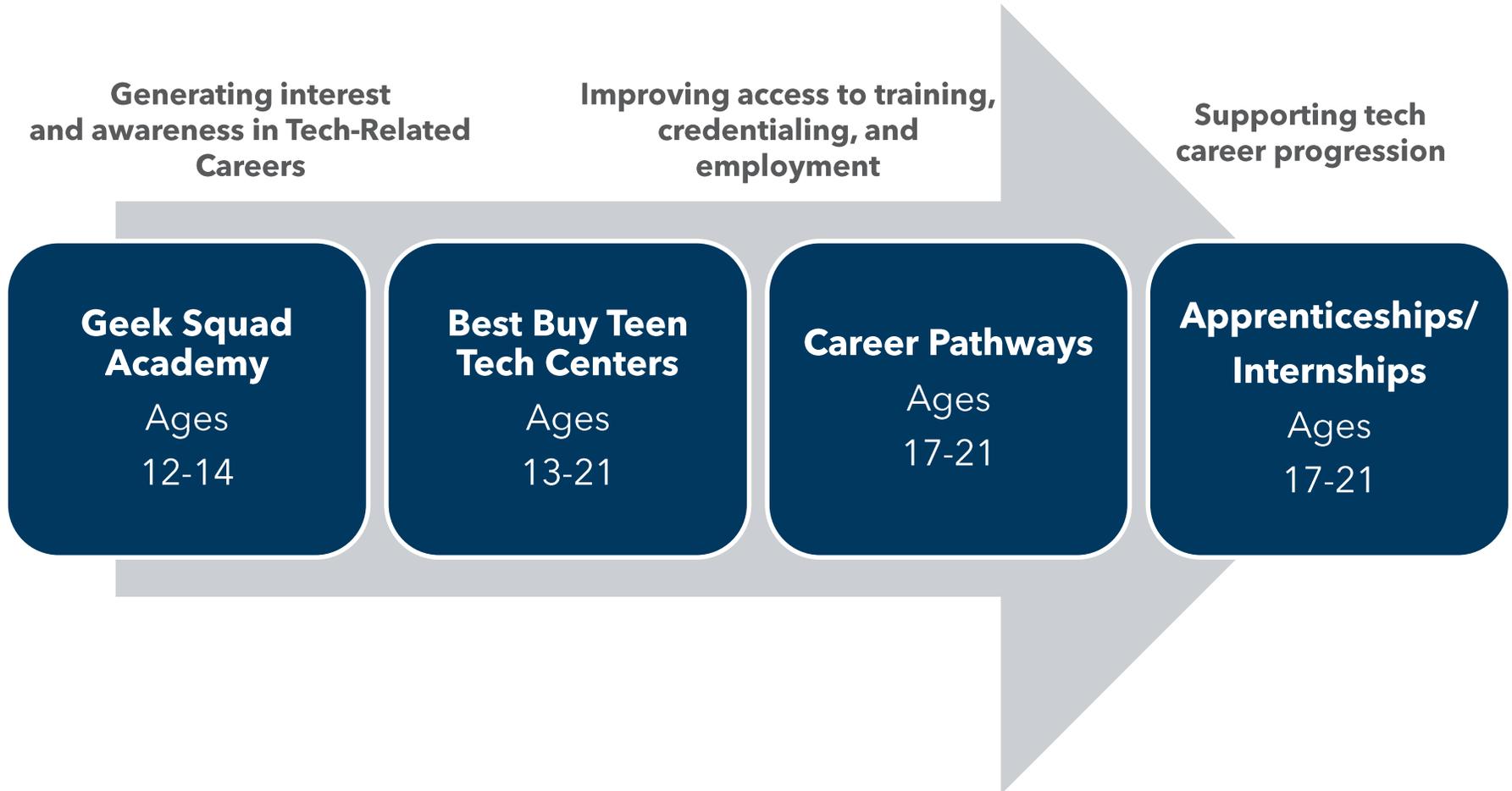
HOW DO WE DEFINE SUCCESS?

Teens will:

- Achieve a degree or credential with real value in the current labor market, and/or
- Achieve employment with self-supporting wages, and/or
- Have opportunities for further education and career advancement



PATHWAY



SIGNATURE PROGRAMS



BEST BUY TEEN TECH CENTERS

Safe places for teens to explore, collaborate and experiment with technology to develop skills such as:

- **Photography and Video Editing**
- **Robotics**
- **Coding**
- **3D Design and Printing**
- **Music Mixing, and more**

Impact & Metrics:

- 95% of teens plan to continue their education
- 80% plan to study in STEM fields and attend a four year college or university
- Students gain employable skills, learn entrepreneurship, and get help from mentors toward college and career pursuits
- Average length of stay is 4 years



EXPANSION PLANS

11

WE HAVE 11 TEEN
TECH CENTER
LOCATIONS
AND COUNTING

7

THE TWIN CITIES WILL BE
HOME TO 7 TECH CENTERS

● **CURRENT LOCATIONS**

CHICAGO, DALLAS, DENVER, JERSEY CITY,
LOS ANGELES, OAKLAND, SAN ANTONIO,
SAN MARCOS, SEATTLE, TWIN CITIES, WASHINGTON D.C.

● **2017**

BOSTON, CLEVELAND, LAS VEGAS, FORT LAUDERDALE, NASHVILLE,
NEW ORLEANS, PHOENIX, PITTSBURGH, TWIN CITIES

● **EXPANSION**

A TEEN TECH CENTER LOCATION IN EVERY STATE, WASHINGTON D.C. AND PUERTO RICO,
AS WELL AS IN CANADA AND MEXICO.



CAREER PATHWAYS

Program Goals:

Help Best Buy Teen Tech Center youth (ages 16-21) in 5 locations (Mpls, Denver, Chicago, LA, San Antonio) to:

- Develop specific technology skills
- Build work readiness skills
- Gain real-world experience through an internship placement
- Receive career guidance over time

Key Components:

- Workforce development/tech skills training in a specific area
- Internship placements with local companies
- Certification as a tangible representation of competencies and achievement
- 1:1 advisory support; parent/guardian engagement



GEEK SQUAD ACADEMY

Geek Squad Academy partners with local nonprofits and other organizations to introduce students ages 10-18 to the latest technology in a fun, interactive setting.

- Summer months focus on two-day camps for teens
- Flexible programs for school-year options
- Employees teach workshops on a variety of topics such as robotics, coding and digital music mixing
- More than 30,000 students served since 2007

Impact & Metrics:

- 88% of students increased interest in technology
- 83% increased confidence in working with technology
- 80% obtained skills to apply towards future education/career



GEEK SQUAD
ACADEMY



COMMUNITY RELATIONS

RFP OVERVIEW, RESPONSIBILITIES, ELIGIBILITY & TIMELINE



RFP OVERVIEW

- Our goal is to help **underserved teens obtain the tech skills and training they need to be prepared for a successful career.**
- As experts in technology, we aim to **leverage our knowledge, resources and talent** to empower youth and **help prepare them for the future.**
- The Best Buy Foundation **seeks nonprofit partners that generate interest and awareness in tech-related careers; improve access to training, credentialing, and employment; and support tech career progression.**



RFP PARTNER RESPONSIBILITIES

- Ensure access **to youth ages 13-21 from underserved communities**; commitment to diversity & inclusion.
- Enable participation of **Best Buy employee volunteers**.
- Develop **financial and community support to help sustain the program**.
- **Attend quarterly partner calls and submit an annual report** on: youth demographics, collaborative efforts, volunteer engagement, curriculum/content dissemination, and measured progress on:
 - Increasing youth interest in technology;
 - Improving technology skills;
 - Improving professional skills; and
 - Increasing awareness of and interest in technology-related careers.
 - Additional requirements may apply such as youth and/or supervisor/employer surveys.
- Supporting youth outreach, training & **curriculum development for Best Buy's signature program - Teen Tech Centers**.
- **Drive the partnership by taking initiative** to set-up additional meetings with Best Buy staff to ensure grant deliverables are being met.



RFP ELIGIBILITY CRITERIA

- **501(c)(3) nonprofit organizations** with a proven track record of serving **youth ages 13-21 disconnected from education and careers**.
- **National nonprofit organizations** with multiple locations nationwide to allow for current or future programming in a variety of cities across the country.
- Program must **operate within 25 miles of a Best Buy** store or other Best Buy center of operations.
- Willingness to **participate in quarterly meetings** with other Best Buy national partners to share best practice and **potentially collaborate** in combined programming efforts (when feasible).
- Ability to **conduct programming in at least 1-5 cities across the country**.
 - Preferred locations include the locations of our Best Buy Teen Tech Centers, including but not limited to: Boston, Chicago, Cleveland, Dallas, Denver, Jersey City/NYC, Las Vegas, Los Angeles, Miami, Minneapolis/St. Paul, Nashville, New Orleans, Oakland, Phoenix, Pittsburgh, San Antonio, San Diego, Seattle and Washington D.C.

RFP ELIGIBILITY CRITERIA (CONTINUED)

- Desired programs will have some of the following components:
 - **Rigorous tech-related curriculum, mentorship, and soft-/hard-skills training** for youth over a 9-12-month period;
 - **Align training with regional labor market needs** to ensure youth gain relevant skills and engage youth in work-based learning opportunities (i.e. **internships, apprenticeships**)
 - **Pathways from high school to post-secondary/tech-related credentialing programs;**
 - Opportunities for **dual enrollment/college credits** for underserved teens completing high school;
 - General **career-readiness training** such as resume prep, mock interviews, job shadows, etc.
 - **Use technology to develop skills in a wide range of areas: 3D design, graphic design/photography, coding/programming, digital music/audio production, game design, mobile apps, multi-media production, robotics, video/film production, etc.**
 - **Wraparound supports** such as food access, housing, transportation, health services, etc.
- **Success metrics will include:**
 - Developing skills for tech-reliant jobs;
 - Achieving a degree or credential with real value in the current labor market;
 - Gaining employment with self-supporting wages, and/or
 - Having opportunities for further education and career advancement.

RFP TIMELINE

2017

- Sep 1 National Partner RFP Released
- Sep 14 National Partner RFP Webinar
- Oct 1 Best Buy Foundation Application Deadline
- Oct-Dec Proposal Review/Due Diligence

2018

- Jan 31 Best Buy Foundation Determination Date / Notification to Partners
- Feb/May/Sep/Dec Best Buy National Partner Quarterly Calls

QUESTIONS?



For more information on Best Buy's Community Relations programs & current national partners listed under "partnerships", please visit <https://corporate.bestbuy.com/community-relations-overview>.

Contact CommunityRelations@BestBuy.com with questions.