



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.**

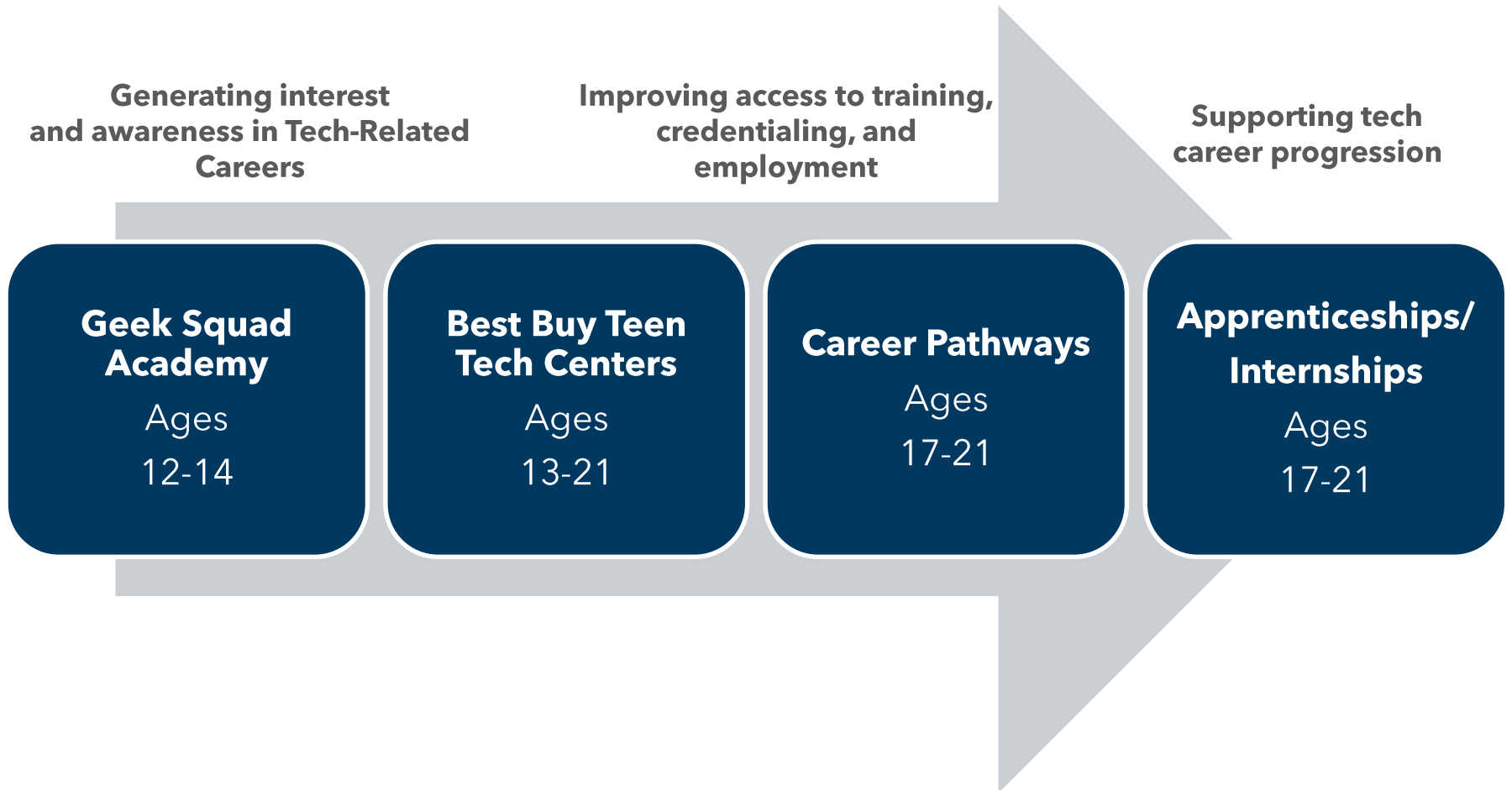
## HOW DO WE DEFINE SUCCESS?

### **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.



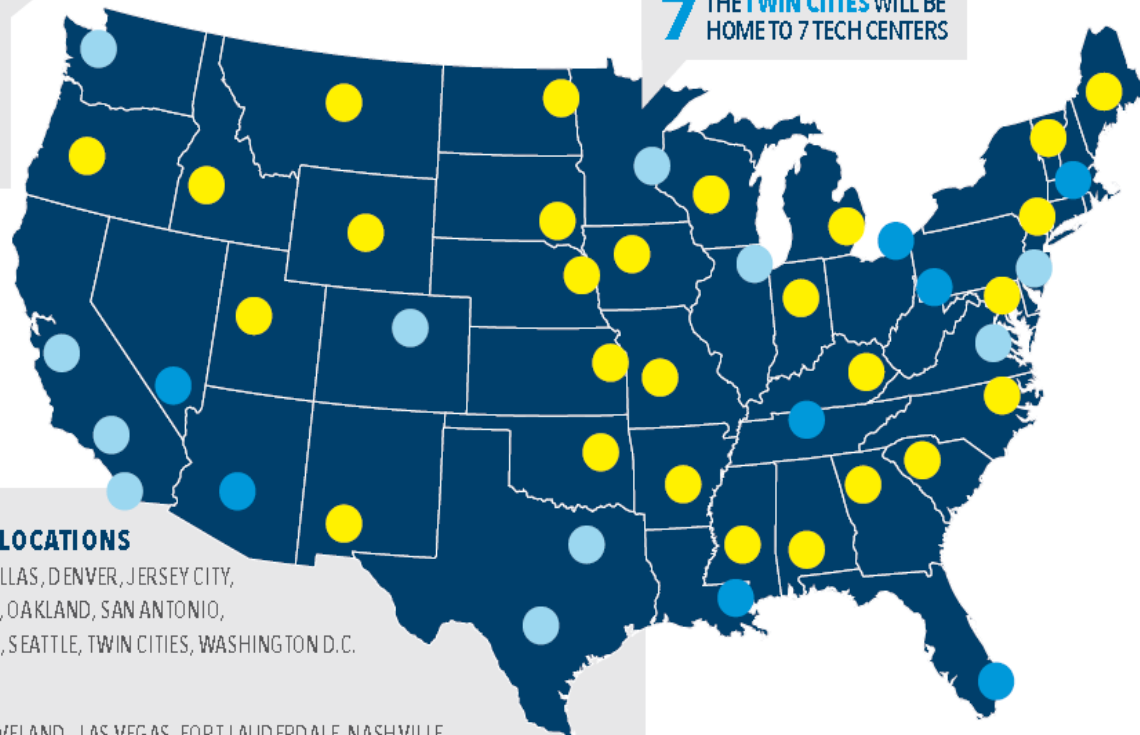
## 2017

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.



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# 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**



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# **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](mailto:CommunityRelations@BestBuy.com) with questions.



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