

**Let's talk about  
what's possible.™**

**National  
Grant RFP  
Workshop**  
Best Buy  
Foundation

September 11, 2018

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# Agenda

Time	Agenda	Facilitator
2:00 – 2:10	<b>Welcome, Agenda Overview and Social Impact Objectives</b>	Deb Morris York and Andrea Riehl
2:10 – 2:40	<b>RFP Overview and Areas of Interest</b>	Deb Morris York
2:40 – 3:00	<b>Q&amp;A</b>	Deb Morris York and Andrea Riehl
	<b>RFP Deadline, October 1, 2018</b>	

# What are we trying to solve?

## TECH FUTURE

**77%**

*Jobs that will require  
technology skills in  
the next decade*

## EMPLOYEE SHORTAGE

**1  
million**

*1.4 million  
technology jobs  
created, with  
only 400,000  
individuals  
trained*

## YOUTH DISCONNECTED

**4.9M**

*14.1% of the  
overall youth  
population  
age 16-24*

## YOUTH EMPLOYMENT

**2X  
Nat'l  
Avg**

*14.3% for youth  
versus 6.2%  
national  
unemployment  
rate*

# Strategies



Provide  
innovative  
tech training  
and education



Create career  
programs that  
offer a bridge  
to success



Focus  
employee  
volunteering  
on teen tech  
education and  
career skills  
training



Lead a  
coalition of  
Best Buy  
partners for  
collective  
impact

# Pathway

Generating interest  
and awareness in Tech-  
Related Careers

Improving access to  
training,  
credentialing, and  
employment

Supporting tech  
career  
progression

**Geek Squad  
Academy**

Ages  
10-18

**Best Buy Teen Tech  
Centers**

Ages  
13-21

**Career Pathways**

Ages  
16-21

**Apprenticeships/  
Internships**

Ages  
16-21

# 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.

GEEK SQUAD  
ACADEMY



- Two day tech 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 35,000 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



# Best Buy Teen Tech Centers

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

- 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

**BEST  
BUY.**  
**Teen Tech  
Center**



# Career Pathways

## Program Goals:

Help Best Buy Teen Tech Center youth (ages 16-21) 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

## Career Tracks:

- › Cyber Security, Computer Repair/Help Desk, Digital Arts/Marketing/Media, Retail and Coding/Programming



# **2019 National Grant RFP Overview Eligibility and Timeline**

# 2019 RFP Overview

- › Best Buy is searching for national organizations to:
  - **Build tech skill proficiency** as well as provide **career readiness and employment opportunities** for underserved teens.
- › Takes place at **Best Buy Teen Tech Center locations** across the nation.
- › The program components include: 1) Hard-skills training; 2) Soft-skills training; 3) Work-based Learning Experiences (e.g. job shadows, career panels, etc.); and 4) Internship Placement.
- › Program is at a minimum of 9-12 months of programming, which includes **skills training and work-based learning experiences** as well as an **internship placement** for the youth at the end of the program.
- › **Multiple locations nationwide to allow for current or future programming in a variety of cities across the country.**
- › Each Best Buy Teen Tech Center location will have a **designated part-time staff member** to help implement the career pathway program at the local level.

# RFP Eligibility Requirements

- › Provide curriculum and training.
- › Create a toolkit for the career pathway program.
- › Recruit local companies/subject-matter experts to provide work-based learning experiences for youth, including internships.
- › Attend quarterly national partner calls to exchange best practice, consider collaboration efforts and share resources.
- › Take initiative to set-up additional meetings with Best Buy staff to ensure grant deliverables are being met.
- › 501(c)(3) nonprofit organizations with a proven track record of serving youth ages 16-21.
- › Demonstrated track record in engaging underserved teens at the local level; commitment to diversity and inclusion.

# RFP Eligibility Requirements, cont.

## › 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, Dallas, Denver, Jersey City/NYC, Las Vegas, Los Angeles, Minneapolis/St. Paul, Oakland, San Antonio, San Diego, Seattle and Washington D.C.

## › **Desired programs will have the following components:**

- Rigorous **tech-related curriculum, mentorship, and soft and hard skills training** for youth over a 9-12-month period (programming must take place for a minimum of nine months).
- Use technology to develop skills in a **wide range of track areas.**
  - **Track areas include:** 3D design, arts (must include tech components), augmented reality, automotive (tech components), coding/programming, computer repair/help desk, cyber security, entrepreneurship, graphic design/photography, digital marketing/media, digital music/audio production, gaming design, mobile apps, multi-media production, retail, robotics, software engineer, video/film production, virtual reality, etc.

# RFP Eligibility Requirements, cont.

- › **Desired programs will have the following components (cont.):**
  - **General career-readiness training such as resume prep, mock interviews, etc.\***
  - **Align training with regional labor market needs** to ensure youth gain relevant skills and engage youth in work-based learning opportunities (i.e. job shadows, career panels, etc.);
  - Engage youth in an **internship opportunity** at the end of the career pathway program.
  
- › **Grant award range: \$100,000 to \$350,000**

\* Best Buy is also seeking a provider for solely the soft-skills portion of the career readiness curriculum that could be used at all Best Buy Teen Tech Centers. The curriculum would be integrated into all career track curriculum.

# RFP Timeline

## 2018

- › September 4 National Partner RFP Released
- › September 11, 2:00 CST National Partner RFP Webinar
- › October 1 Best Buy Foundation Application Deadline
- › October-December Proposal Review/Due Diligence

## 2019

- › January 31 Best Buy Foundation Determination Date / Partner Notification
- › Feb/May/Sept/Jan Best Buy National Partner Quarterly Calls

# RFP Q&A

Future questions can be directed to: [CommunityRelations@BestBuy.com](mailto:CommunityRelations@BestBuy.com)