

# **Request for Proposals**

## **Virginia Health Workforce Development Initiative**

### **Regional Planning and Implementation Grants**

#### **Introduction**

The purpose of the Virginia Health Workforce Development Initiative (*Initiative*) is to help facilitate the development of a competent, quality health workforce that meets the primary health care needs of all Virginians. The initiative is intended to design a statewide health professions “pipeline” which will provide a diverse, well-distributed, and well-qualified health care workforce of adequate size.

The Virginia Health Workforce Development Authority (*VHWDA*) was formed by legislative action in 2010 to assess health workforce needs in Virginia, set priorities for the Area Health Education Centers, inform the development of workforce policy and promote health workforce pipeline development. It is comprised of a 13 member Board of Directors appointed by the Governor.

On September 30, 2010, the Virginia Department of Health (*VDH*) on behalf of the *VHWDA*, was awarded a special federal grant, funded through the Affordable Care Act, to start this initiative. This was the only grant of its type awarded in the country.

The grant includes \$1 million for disbursement in regional sub-grants to stimulate health workforce pipeline development in Virginia. This amount, plus \$182,750 from the State Loan Repayment Program (*SLRP*) set aside for use by regional grantees, comprises the \$1,182,750 available for grants via this Request for Proposals (*RFP*). Those receiving grant awards will be expected to create innovative health workforce development models that provide both health and economic benefits to the regions they serve.

#### **Areas of Focus**

Shortages in the Virginia health care workforce cluster around 4 categories:

- Primary Care Provider Shortages (*includes mental health and oral health*)
- Nursing Shortages
- Geographic maldistribution shortages – HPSA and medically underserved areas
- Diversity shortages

Regional grants should focus on one or more of these areas.

#### **Who is Eligible to Apply for Funding?**

This *VHWDA Initiative* is targeted to collaborative partnerships that serve localities identified as *High Priority Target Areas* due to their health care, economic, and social conditions. Applicants are expected to use the web-based “Health Chart Book”

application (*expected completion February 2012*) to inform their needs assessments. This will help them identify health care, economic, and social conditions to be addressed via local and regional development efforts. The Health Chart Book is intended to allow users to define “regions” in any way they choose, including the ability to group non-adjacent areas. Organizations seeking funds are expected to use the Health Chart Book to identify areas throughout the state that may have similar profiles and needs, and to collaborate to meet those needs.

These collaborative partnerships should consist of a mix of stakeholder organizations and do not have to be geographically contiguous, but can share a common health care workforce problem, which they develop a common plan to address.

To be considered for a *VHWDA Initiative* grant, an applicant must serve a High Priority Target Area and meet the following criteria:

- Attendance at the **mandatory pre-proposal workshop on January 31<sup>st</sup> in Richmond**;
- Documentation that the organization is **tax-exempt** under section 501(c)3 of the Internal Revenue Code; or is a public agency or institution;
- **Well-defined and evidence-supported need** for health care providers in the designated High Priority Target Area;
- Specific evidence of a **collaborative partnership** with other agencies and institutions (*including education, economic development, business, and philanthropy*), serving the High Priority Target Area and/or impacted by the shortage of health workforce personnel;
- **Specific goals and a clear and detailed project plan** for pipeline development, recruitment and/or retention strategies for identified health workforce providers and professionals in the High Priority Target Area; and
- If SLRP funds are requested, a **commitment to match** the amount, dollar for dollar, with local funding. (*For example, if an applicant requests \$20,000 from SLRP, it will need to come up with \$20,000 of local/community/foundation/employer funding to match it*).

### **How Can Grant Funds be Used?**

The *HWDA Initiative* grant funds are available for both planning and implementation of workforce development activities. Both planning grants (\$50,000-\$100,000) and implementation grants (\$300,000 - \$400,000) may be awarded. The grant period will be for 18 months (*July 2012 – December 2013*). Funding for continuation of the initiative beyond this period has not been determined.

Funds may be used to support personnel and operational expenses related to implementing the plan, but not for construction. Funds may not be used to supplant existing personnel or programs.

## Examples of Health Workforce Development Initiatives

Applicants are encouraged to use the data available through the Health Chart Book, and the resources available in their communities to propose creative, feasible, sustainable solutions to meet local needs. Possible initiatives include, but are not limited to:

- Distance learning opportunities
- Health professions scholarships and loan repayment programs
- Health careers mentoring for students in graduate degree programs
- Increasing class sizes for health professionals
- Incentives for individuals to increase their level of training (e.g., registered nurses becoming nurse practitioners)
- Hiring and retention bonuses to new primary care professionals.

## Participation in PhotoVoice

As a condition of funding, recipients of implementation grants must agree to participate in a PhotoVoice project

([http://info.kp.org/communitybenefit/html/our\\_stories/global/our\\_stories\\_4.html](http://info.kp.org/communitybenefit/html/our_stories/global/our_stories_4.html).)

to document and capture change in their community. A small subset of planning grantees may also be invited to participate. Using the PhotoVoice methodology, photography will be used at the beginning of the regional efforts to document barriers to access to health care and the health workforce development pipeline. It will be used again, toward the end of the regional initiative, to capture outcomes and impacts. The images, processes and regional stories resulting from this PhotoVoice project will be made available in Virginia and nationally.

## Reporting Requirements

**Grantees will be required to report to the VHWDA on progress toward meeting objectives and on the results of evaluation efforts. Reporting will include, but may not be limited to:**

- Telephone report to VHWDA staff approximately 60 days after grant award;
- Written reports using specified format at 6, 12, and 18 month intervals; and
- Final report within 60 days after completion of grant period.

## Application Process

- Attendance at mandatory Pre-proposal Workshop
- Review of data from the Health Chart Book
- Identification of collaborative partners
- Submission of Concept Paper (*see requirements below*)
- Detailed needs assessment/analysis of data from the Health Chart Book and other local data sources as available

- Commitment from collaborative partners
- Submission of Full Proposal, if invited (*see requirements below*)

## Important Dates

RSVP for Mandatory Pre-proposal Workshop <a href="http://www.surveymonkey.com/s/PZMJRXL">http://www.surveymonkey.com/s/PZMJRXL</a>	5:00 PM, January 26, 2012
Pre-proposal Workshop ( <i>mandatory</i> ), Richmond	January 31, 2012, 1:00-3:00 PM
Concept Papers Due	5:00 P.M. March 9, 2012
Formal Proposals Invited	March 28, 2012
Formal Proposal Due	5:00 P.M. May 7, 2012
Notification of Awards	July 2, 2012
Grant Period ( <i>18 months</i> )	July 16, 2012 – December 31, 2013

## Concept Paper Requirements

All Concept Papers should describe:

- The proposed high priority target area(s) and the specific workforce need that the project will address (*as documented in the Health Chart Book*);
- The name of the applicant agency and each proposed collaborating entity, with a brief description of each, including the expertise each brings (*collaborating entities must include representatives from education, economic development, business, and philanthropy*);
- The name of the lead agency (*if different from the applicant agency*), and the name and credentials of the person ultimately responsible for the project's success;
- A description of the project and how it specifically addresses the community's workforce needs.
- Roles and specific contributions/activities of each collaborator;
- The specific goals of the project and its impact on the identified workforce issues;
- The anticipated results related to health status and outcomes in the target area;
- A timeframe of activities.
- Estimated total project costs and the amount you are seeking from the VHWDA. (*If State Loan Repayment Program [SLRP] funds are requested, explain how the amount of SLRP funds will be matched.*)

## Concept Paper requirements:

- Concept papers must include a completed VHWDA Concept Paper cover sheet
- Concept papers must be *no longer than three (3)* typewritten, double-spaced pages, using standard font size (*12 point*), letter-sized paper (8½”x11”), 1” margins, and page numbers (excluding the cover sheet).
- Please do not send attachments of any kind with the concept paper; they will not be acknowledged or returned.
- Concept papers must be received by 5:00 PM on March 9, 2012. Submit electronically to [info@vhcf.org](mailto:info@vhcf.org)

The Virginia Health Care Foundation is managing the concept paper and proposal review process in concert with the Virginia Health Workforce Development Authority and the Virginia Workforce Council. Concept papers will be reviewed by a team and applicant organizations will be notified by March 28, 2012 if they are invited to submit a full proposal.

## Full Proposal Requirements

*Section A: If invited to submit a full proposal, **all proposal packages** need to include:*

1. A completed Proposal Cover Sheet
2. A project narrative addressing the following:
  - *The need being addressed* — document the specific health workforce need using current information from the Health Chart Book and other sources as appropriate
  - *Project management and leadership* — indicate who these individuals are and how they are qualified to manage your proposed project.
3. A proposed budget, using VHWDA Budget Form and a narrative rationale for each budget item.
  - The budget should represent all of the revenue and expenses associated with the specific project or planning activities to be funded.
  - If the project will be a part of a larger organization, please provide the latest annual budget for the organization as an attachment.
  - If appropriate, include local public and/or private cash contributions equivalent to the amount of SLRP funding requested
  - *Note:* VHWDA funds may not be used to pay indirect costs, administrative assessments or fees of universities or other institutions
4. Letters of commitment from collaborating organizations, describing their role in the collaborative initiative or the planning effort, and evidencing any resource

commitments identified in the proposal and budget. Letters of Support from other key supporters and partners should be included as well.

5. A list of the applicant organization's Board of Directors with their business titles or an indication of the special talents they bring to the Board.
6. Evidence of the applicant's tax-exempt or public agency status.

### *Section B: Planning Grants*

In addition to the items in Section A above, **proposals for planning grants** must include the following in the project narrative:

- *The proposed project* – include a clear description of the workforce development need that the planning grant will address; the specific planning process to be utilized; the nature of the planning effort, and any specific items or strategies to be addressed;
- *Specific goals, objectives, activities and timeline* for the planning process;
- *Community commitment and collaboration* — include a description of collaborating organizations, description and documentation of their engagement in planning of the project, along with all sources of financial and in-kind support for the planning effort; and
- *Evaluation plan* – include the proposed performance benchmarks to be used to measure progress under the planning grant.

### *Section C: Implementation Grants*

In addition to the items in Section A above, **proposals for implementation grants** need to include the following in the project narrative:

- *Description of the initiative* – include a detailed description of the strategies to be implemented to address the workforce issues in the high priority target area and how these strategies will be implemented;
- *Specific outcomes* — include the specific impact of VHWDA Initiative funding on factors such as health professional workforce, health status of individuals in the community, and health outcomes in the community;
- *Community commitment and collaboration* — include a description of all collaborating organizations, description and documentation of their engagement in planning and the role to which each has committed in implementation of the project, along with all sources of financial and in-kind support; and
- *Cost-based and outcome-oriented evaluation criteria*

1. Workforce development measures, (*e.g. increasing the number of nursing students successfully completing the program from 100 per year to 200 per year*)
2. Health status and outcomes measures that you anticipate will be impacted. Include rationale and plans to evaluate both short-term and long-term.

### **Proposal Formatting for All Proposals**

The *narrative* portion of the proposal should not exceed 10 pages. This 10-page limit does not include the Cover Page, the budget forms, the budget narrative, and letters of support or other attachments. There is no page limit on attachments, but please ensure that attachments are relevant to the project. Proposals must:

- be typed on standard letter sized paper (8.5" X 11");
- be double-spaced in 12 point font with 1 inch margins;
- include page numbers on the narrative portion of the proposal;
- be submitted via email to [info@vhcf.org](mailto:info@vhcf.org) by 5:00 P.M. May 7, 2012; and
- be submitted in hard copy to VHCF (*three copies*)

### **Proposals should be addressed to:**

VHCF  
707 E. Main Street, Suite 1350,  
Richmond, VA 23219  
Attn: VHWDA Proposals