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Final proposals **MUST** be submitted via [Fillout](#).

Phase II Submission Form

Track: Building an Adaptive & Competitive Workforce

Please submit a detailed proposal by Monday, April 22nd, 2024 at 11:59:59pm Pacific Standard Time.

You must submit your proposal directly on Fillout. Please use [this link](#) to submit your proposal.

We highly recommend you closely review the objectives and rubric for your track [here](#) when developing your proposal.

A few important reminders:

- *Some questions have a word limit (noted beside the question); you will not be able to submit the question if it is over the word limit.*
- *Please include citations throughout your proposal as relevant. References should be used to support claims and can include supporting evidence, publications, or empirical data. You can upload a full reference list at the end of the submission form, which will not count against your word limit. Any citation style is permitted.*
- *At the end of this submission form you will be able to upload up to three supporting images or figures. This is optional. Your proposal should be able to stand without them.*
- *Do not attach or include links to additional materials unless requested. Reviewers will not consider external links or materials as part of the proposal.*
- *Write in clear, direct language.*

Part 1: Eligibility Verification

This opportunity is open to U.S. entities, citizens and permanent residents **only**. If you are not able to provide documentation confirming your eligibility, we will not be able to administer the award. To confirm your eligibility, please include the appropriate documentation (listed below) in a single PDF. Please name your eligibility verification file ProposalName_Documentation_2024 in 70 or fewer characters.

Individual Entrants:

- a. A valid U.S. passport or other method indicated [here](#) (for US citizens)
- b. A valid U.S. Green Card (for US permanent residents)

U.S. Entities:

- a. Articles of Incorporation, Organization, or equivalent
- b. EIN Certificate

- c. A letter or other assurance stating that you represent a U.S. entity that would be the direct recipient of the award and that you understand that you would need to successfully register in sam.gov to do so.

Once notified, all winners **must** register with sam.gov in order to receive the award. We strongly encourage that you review the resources on the sam.gov website to ensure that you would be able to provide the necessary documentation and be eligible to register if selected as a winner.

Part 2: Basic Information

- Proposal title
This should match your Phase I abstract title.
- First name
- Last name
- Address
- Email
- Phone number
- Website
- Twitter handle
- Please select the option that best describes how you will be submitting your proposal.
 - As an individual
 - On behalf of an organization or company
- If applicable, what is the name of your organization/company?
- If applicable, what is your organization type?
 - For-profit company
 - Non-profit organization
 - University
 - Other
- If other is selected above, please provide additional details on your organization type.
- Team Members
 - Please list the names, titles, organizations, and email addresses of direct collaborators on this proposal, if applicable.

- Award Level
 - *Please confirm the award level that you are submitting this proposal for. You may change your award level from your Phase I proposal to best reflect your current stage of development, but you must meet the eligibility criteria for your selected award level. If organizers determine that you are not eligible for your chosen award level, your award level will be adjusted accordingly.*
 - Catalyst Phase (\$50,000): designed for early stage ideas or products
 - Growth Phase (\$150,000): designed for products with some users and scale
 - Transform Phase (\$300,000): designed for established platforms with 10,000 or more users
- How many active users are CURRENTLY using your tool?
- Provide any additional context on the current scale and usership of your tool (Limit: 50 words).

Part 3: Eligibility & Classification Questions

- Does your tool serve or intend to serve adult learners at the workforce level?
 - Yes
 - No

**Adults at the workforce level include adults at any career level and in any field. While adult workers may be enrolled in higher education, tools should focus on workforce skills, including upskilling and reskilling, versus success in a traditional higher education environment.*

- Does your tool directly address or support any of the areas below?
 - Data science upskilling or reskilling
 - Upskilling or reskilling in all other areas
 - Self-directed learning innovations
 - Intelligent tutoring systems
 - None of the above

Part 4: Detailed Proposal

Proposal summary (Limit: 75 words)

Provide a brief summary of your proposal and how your tool supports learning engineering.

How will you use this award? (Limit: 50 words)

Tell us how you will use track funds. What new tool or product advancement will these funds support?

Tools Description and Intended Impact (Limit: 1200 words). *In your proposal narrative, please address the core components listed below and refer to the track objectives and rubric (found on the webpage for this track [here](#)) for expectations for a high-quality proposal.*

We request that you use sub-headers to provide clear organization of your proposal. These can be created by typing out the heading in all capital letters. You may also make the text entry box larger by pulling down the bottom right corner. Please note that sub-headings will be included in your total word count.

- **Solution and Impact:** Tell us about your tool, how it works, and the impact it seeks to achieve. We want to understand your theory of change for how the tool will drive workforce readiness for adult learners as they develop key 21st-century skills. Include relevant target learning outcomes, use cases, key metrics, and evidence supporting the potential for impact.
- **Demand:** Describe how the tool responds *specifically* to barriers for adult learners* at the workforce level and other target population(s) your tool seeks to serve. Tell us how you engage or will engage the population you aim to serve in product design and development.
- **Equity:** Describe how your tool and team are responsive to a challenge, gap, or other barriers for underserved and underrepresented communities. How can your tool help expand access and maximize impact for these learners and communities? You may speak to equity in a dedicated section, but your commitment to equity should be apparent throughout your proposal narrative.

**Adults at the workforce level include adults at any career level and in any field. While adult workers may be enrolled in higher education, tools should focus on workforce skills, including upskilling and reskilling, versus success in a traditional higher education environment*

Methodology (Limit: 350 words): *Describe the models and methods you employ to develop the tool and achieve the intended impact (e.g., this may include technical, design, content, research methodology, etc.), and detail how this methodology is inclusive of the voice, perspective, and lived experience of target users. Where relevant, how do you approach or establish the reliability and validity of your tool?*

Learning Engineering (Limit: 350 words) *We are looking to understand how your tool can enable access to data for researchers outside your core team to benefit the field of learning science.*

- *Tell us about the **learning data** your tool collects and how it could (1) drive rapid experimentation and continuous improvement of your tool and (2) increase the field's understanding of supporting the target population.*
- **For Growth and Transform level:** *Detail a plan or partnership demonstrating that your tool will support external researchers. You should include how your tool will support research, the names of the researcher(s) you will engage, how you will work together or support*

their research, and their level of commitment to this partnership. You may attach a letter of evidence, but this is not required. See more [here](#) on what this could look like.

Do you intend to make your data available to the broader research field? Be sure to include any relevant context in the Learning Engineering section above.

- Yes
- No

Scalability (Limit: 250 words)

Describe the current scale of your tool and how you will expand the tool to different markets, contexts, and/or user bases. What mission or vision guides your approach to scale? Detail the partnerships, resources, and capacity that will allow you to scale, and describe how this plan will lead to equitable outcomes for your target population.

Team Readiness (Limit: 250 words)

Describe the team and any partner organizations central to the execution of your proposal and how their skills will allow you to achieve the intended outcomes of your proposal. Please include any major achievements (e.g., awards, funding, etc.), and describe any relevant experience the team has in engaging with diverse communities.

Part 5: Competitive Priorities

- Does your tool support adult learners in STEM subjects?
 - Yes
 - No
- *If yes is selected above:* Is there anything you would like to add on how your tool meets this competitive priority that is not covered in your proposal? (Limit: 100 words)
- Please select one of the below that pertain to your tool or proposal.
 - Generative AI
 - Large language models
 - Both
 - Neither
- *If generative AI, large language models, or both are selected above:* Is there anything you would like to add on how your tool meets this competitive priority that is not covered in your proposal? (Limit: 100 words)

Part 6: Plan and Timeline for Execution

Upload a maximum one-page PDF showing key benchmarks and timing required to execute this project. There is no required or minimum/maximum project duration. Your file must be a PDF in order to submit.

Part 7: Budget

Upload a maximum one-page PDF with a high-level budget in U.S. Dollars indicating how you will spend the award amount. There is no specific budget format required. If the total budget exceeds the award amount, it should be clear how funding gaps will be covered. Your file must be a PDF in order to submit.

(Limit: 1 page)

Part 8: Elevator Pitch Video

Upload a 30-second 'elevator pitch' video (.mp4) introducing your tool and your team. This video can be recorded informally on a phone or computer. Your file must be an mp4 in order to submit.

Part 9: Upload Supporting Materials

Please use this space to upload the requested files below. Please do not provide any other documents, as they will not be considered.

- Supporting images: your proposal should be able to stand on its own without images.
(Limit: 3 images)
- Evidence of research partnership (Optional. See Learning Engineering section above.)
- Reference List

[Checkbox]: I have informed the authorized signer of this proposal and confirmed my eligibility to accept the funds.