



## **Industry Liaison Request for Qualifications #2023-14**

Merced Community College District (MCCD) invites qualified and experienced individuals or firms to submit qualifications for the role of Industry Liaison for North Valley THRIVE, a dynamic coalition comprising community organizations, government entities, educational institutions, and economic development agencies. The purpose of this initiative is to develop a tri-county proposal for the California Jobs First Fund (formerly known as the Community Economic Resilience Fund or CERF).

### **Background:**

North Valley THRIVE is committed to fostering collaboration between community and industry stakeholders to address shared challenges and opportunities. As part of our efforts to secure funding through the California Jobs First Fund, we are seeking Industry Liaisons for the Counties of Merced, Stanislaus, and San Joaquin to facilitate employer engagement and participation in coalition tables.

### **Scope of Work:**

The Industry Liaisons will primarily focus on the following key points for the organizations involved:

#### **Employer Participation in Coalition Tables:**

- Actively engage with employers across the region to ensure their full participation in coalition tables.
- Facilitate a meeting of minds between community and industry stakeholders to produce realistic, measured, shared-agenda principles.
- Connect four employers to each coalition table, ensuring diverse representation.

#### **Integration into California Jobs First Process:**

- Initiate the involvement of employers and industry stakeholders in the California Jobs First process.
- Encourage participation in coalition tables and explore additional ways for industry engagement, such as serving on the Steering Committee, completing surveys, and participating in smaller interviews/conversations.
- Facilitate industry input on specific issues, such as responding to environmental concerns raised at coalition tables, talent development, investment opportunities.

#### **Co-Design of Industry Engagement Process:**

- Collaborate with stakeholders to co-design a comprehensive process for industry engagement.
- Develop strategies that prevent the coalition work from leaning too heavily into advocacy, emphasizing the creation of realistic, measured, and shared-agenda principles.

### **Proposal Submission:**

Interested parties are invited to submit their proposals by 10:00 A.M. December 22, 2023.

**Proposals should include the following:**

1. Overview of qualifications and relevant experience in industry coordination and stakeholder engagement.
2. Proposed approach and strategies for achieving the outlined objectives.
3. Detailed timeline for the completion of the scope of work.
4. Budget estimate, including any associated costs.
5. Region for proposal – Merced County, Stanislaus County, San Joaquin County (choose one)

**Submission Instructions:**

Please submit your proposal electronically to [Purchasingbids@mccd.edu](mailto:Purchasingbids@mccd.edu) by 10:00 A.M. December 22, 2023. Late submissions will not be considered.

**Evaluation Criteria:**

Proposals will be evaluated based on:

- Demonstrated experience in coordinating industry engagement initiatives.
- Established relationship with a broad group of industry leaders.
- Strength and feasibility of the proposed approach.
- Alignment with the objectives of North Valley THRIVE and the California Jobs First Fund.
- Budgetary considerations.

MCCD will review all proposal and reserves the right to select based on the best interest of District.

**Additional Information:**

Selected vendors will be required to meet all MCCD vendor requirements.

For additional information or clarification, please contact Yolanda Meraz at [yolanda@northvalleythrive.org](mailto:yolanda@northvalleythrive.org)

Thank you for considering this request. We look forward to receiving your proposals and working together to strengthen community-industry collaboration through North Valley THRIVE.

Sincerely,

Merced Community College District  
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