



## **Request for Proposal: NYSPEP Parenting Educator Credential Landscape Analysis**

**September 1, 2021**

**Issued by: Prevent Child Abuse of NY on behalf of NYS Parenting Education Partnership**

**Contact: Judith Wolf, Chair NYSPEP Credential Workgroup**

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### **INTRODUCTION AND BACKGROUND**

The NYS Parenting Education Partnership (NYSPEP) is a professional organization for individuals engaged or interested in parenting education. We promote and improve parenting education in order to enhance parenting skills, knowledge, and behavior so that all children will grow up in nurturing families. NYSPEP membership includes parenting educators, related professionals, students, and leaders who provide services to parents and families with children, and those who fund, support and advocate for parenting education, at local and state levels in New York. Members work locally and statewide to support the mission and goals of NYSPEP.

The NYS Parenting Educator Credential launched in 2012 has three levels, designed to reflect applicants' different levels of experience and responsibility (more information, including criteria, is available on the [NYSPEP website](#)). To date, 96 parenting educators have been awarded the credential, and there are currently 52 active credentialed parenting educators in NYS. With the many distinct ways and settings in which parenting education is provided, the potential pool of parenting educators who would be eligible and interested in the credential is much larger.

The NYSPEP Credential is now at a crucial stage in its development and is ready to be expanded more thoroughly and intensively across the state to ensure that highly qualified professionals are working in this relatively new field. A report from a recent summit on workforce quality for parenting education available at [NYSPEP Summit on Workforce Quality Report](#) provides additional information. Currently, there is a need for an analysis to fully understand how parenting educators are educated and trained, and how the career pathways open to them in the field. It is unclear to many parenting educators and those who supervise parenting education programs what the potential career pathways might be in the field of parenting

education, and what additional education, professional development, and experiences that they need to move along those pathways.

With the recent receipt of a grant to support the expansion of the credential, NYSPEP is seeking a consultant or team of consultants to work with its members and stakeholders to create a set of resources that will help to advance the awareness, visibility, and adoption of the Parenting Educator Credential across the state. This work will include two components taking place in tandem. A landscape analysis will identify higher education and career development opportunities for parenting educators in New York State. A communications consultant will develop marketing and outreach materials to promote the NYSPEP Parenting Education Credential. As the fiscal sponsor for NYSPEP, Prevent Child Abuse NY will create an agreement with the consultant for the work described below.

## **PROJECT DESCRIPTION**

**Landscape Analysis:** Parenting Education higher education and career development landscape analysis and identification of partnership expansion opportunities.

In order to understand the scope of the parenting education workforce in New York State, NYSPEP is seeking a consultant to create a landscape analysis that will detail how parenting educators are educated, how they are trained and access professional development and credentials, and how they advance within their career. In addition, the landscape analysis will also identify and describe the organizations (state and local agencies, funders, trainers, institutions of higher education, professional organizations, etc.) in New York that will be pivotal in expanding the credential to more parenting educators across the state.

**Deliverables** – A Landscape Analysis will be researched and developed and will include the following components:

1. An overview of the landscape of higher education degrees, certificates, and programs that parenting educators may hold. This will include a description of relevant degree or certificate programs at colleges or universities, including the CUNY and SUNY system, as well as private institutions such as Adelphi University.
2. A description of the trainings, certificates, and nontraditional credentials that parenting educators in New York have. In addition, this landscape analysis will describe professional development and training opportunities available to parenting educators as they continue their careers.
3. An overview of the job titles and positions that parenting educators hold across the state and other locations, as well as examples of parenting educator pathways, highlighting especially the experiences of Credentialed Parenting Educators.

4. Identification of particularly important or relevant organizations, curriculum developers, institutions, and funders that NYSPEP should form partnerships and strategize with to promote and expand the NYSPEP Credential.
5. A recommendation of next steps to promote and expand the NYSPEP Credential.
6. An executive summary of the findings of the analysis created to share with a broad audience across the state.

## **PROJECT TIMELINE**

This project is expected to begin October 2021 and be completed by September 2022. The Consultant(s) will meet with Credential Committee members, Steering Committee members, and other stakeholders to gather information and data. Reports and regular meetings with the project management committee will be required monthly. We anticipate up to three meetings with the Consultant(s) and the NYSPEP project management committee at the beginning of the project to review the scope of work and ensure a common understanding of the deliverables. A preliminary report of findings will be due April 1, 2022.

## **EXPERIENCE AND QUALIFICATIONS**

The Consultant(s) should have the following experience and qualifications:

- Relevant experience creating similar materials for parenting education projects or those in a related field.
- A deep understanding of parenting education, workforce development, and higher education/professional development models are preferred.
- Strong research, writing, and communications skills.
- Experience with strategic planning is preferred.

## **PROPOSAL REQUIREMENTS**

Your proposal should follow the format below:

- Contact Information, including phone and email
- Background information, including
  - Resume or vita
  - Other relevant experience that would help you deliver our project
  - Samples of previous related work that illustrates your experience and capabilities
- Proposed plan to meet each of the deliverables (1-6) identified above.

- Contract Award Amount - \$13,000 – Submit a project budget proposal not to exceed \$13,000. At time of award, A Memorandum of Understanding will be developed to define responsibilities of consultant and of NYSPEP.
- References - name and contact information for 2-3 previous clients.

Proposals are due by **Friday, September 24, 2021**. Your proposal should be submitted in a PDF format to [credential@nyspep.org](mailto:credential@nyspep.org)

Questions may be submitted by email to [Credential@nyspep.org](mailto:Credential@nyspep.org) by **September 13, 2021**.

Answers will be posted on NYSPEP website – by **September 15, 2021**.