



Brief Project Overview

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is seeking an Education Specialist to provide technical support and assistance for its *Bring the Farmer to Your School* program. SEE-LA has been awarded a two year grant from the California Department of Food and Agriculture (CDFA). The grant term is from November 2018-December 2020. SEE-LA's *Bring the Farmer to your School* program facilitates bringing California farmers to 150 LAUSD Title 1 schools to teach students about specialty crops and provide samples of fresh produce, encouraging positive eating habits through MyPlate and physical activity messaging.

SEE-LA's Background

SEE-LA is a 501(c)3 non-profit organization. Since 1991, Sustainable Economic Enterprises of Los Angeles (SEE-LA) has worked to increase food access and enrich the health and overall quality of life for Los Angeles residents. Our *mission* is to build sustainable food systems and promote social and cultural activities that benefit both low-to-moderate income residents of Los Angeles County, while also supporting California small and mid-sized farms and local small businesses.

SEE-LA currently offers the following *programs and services* to improve the health and overall quality of life for the communities in which we work: (1) *Nutrition Education*: nutrition lessons that promote healthy eating and food preparation for adults. (2) *Healthy Retail Initiative*: providing technical assistance to corner store owners around healthy food and produce procurement, healthy food marketing, social media marketing, and in-store tasting events. (3) *Healthy Incentive Programs*: helping low-income residents who receive public nutrition benefits purchase fresh, affordable fruits and vegetables. (4) *Farmers' Markets*: six farmers' markets that serve all Los Angeles residents. Collectively, our six markets bring together nearly 100 local farmers and vendors and approximately 20,000 Los Angeles residents every week. Our programs and services are primarily aimed at low-income residents in underserved communities. Agency-wide, we serve 500,000 adults, children, and youth annually across all programs.

Project Goals and Target Audience

SEE-LA is seeking an Education Specialist to develop an interactive curriculum incorporating agriculture, nutrition, and promotion of California specialty crops for grade levels K-12 and subsequent curriculum training of farmer educators. The curriculum will also ensure integration of/ reference to school gardens as a select number of schools receiving the *Bring the Farmer to Your School* programming must have or be planning to have a school garden. In addition the new program will launch a children's nutrition/cooking class suitable for a variety of ages at two SEE-LA Farmers' Markets, requiring curriculum support.



The Education Specialist will have extensive experience and understanding of LAUSD policies and procedures to serve as a supportive advisor and a liaison to the Program Coordinator in starting and advancing *Bring the Farmer to Your School* programming. With demonstrated success as a liaison between public health programming and school administrative staff, preferably within the LAUSD district

Scope of Work and Deliverables

1. Develop a curriculum for the *Bring the Farmer to Your School* farmer educators for grade levels K-12.

Curriculum components required as follows:

- Will focus on promotion of California specialty crops
- Be adaptable to a variety of farm types including vegetable farms, apiaries, orchards, herbs, etc.
- Will include next generation science standards
- Will integrate principles of MyPlate nutrition guidelines &/or physical activity
- Adhere to a time frame of 30 minute sessions which include time for specialty crop tasting
- Include development of education reinforcement materials such as handouts, posters, activities, etc.

2. Adjust, refine and make modifications to the *Bring the Farmer to Your School* curriculum as requested by the Program Coordinator. Note: the Education Specialist may include a conservative number of in-person farmer educator observations to assess curriculum effectiveness. The program incorporates frequent farmer educator evaluations which will be summarized and feedback given to the Education Specialist by the Program Coordinator if it is necessary to adjust the curriculum as a result.

3. Provide two comprehensive teacher trainings in coordination with the Program Coordinator, one per grant year, to all farmer educators on curriculum execution and teaching techniques for best practices in education at each grade level, K-12. Be available for additional training and support to farmer educators throughout the 2 year grant term.

4. Serve in an advisory capacity to the Program Coordinator (and as a liaison with LAUSD administrative staff if appropriate) for the strategic selection of LAUSD Title 1 schools for the *Bring the Farmer to Your School* program.

5. Serve in an advisory capacity to the Program Coordinator in SEE-LA's development of and/or selection of appropriate curriculum for the Farmers' Market children's nutrition/ cooking classes.



Timeline

2 Year Grant Term, November 2018-December 2020

Farmer Educator Trainings are anticipated to occur in January 2018 and November of 2019 but dates are subject to change

Finalized Curriculum incorporating all requested modification to be completed by January 2019

Budget

A maximum contract of \$12,000 over the 2 years grant period, payment will be provided via reimbursement for services on no less than a monthly basis with an itemized invoice.

May include mileage reimbursement for travel to multiple locations in one day.

Support for some printing and copies, such as for farmer training materials, are available through project budget allowance and may be requested during the project term. However, it is encouraged that the contractor consider and include potential paper and copying costs within his/her bid.

Per CDFA funding requirements, the contractor's hourly rate cannot exceed GS15 Step 10

Criteria for Selection (Please submit all to be considered)

- Examples of similar projects and with knowledge/experience of LAUSD policies/ procedures as related to the project (1 page max)
- Client reference letters (3)
- Project timeline with major tasks and milestones outlined
- Project budget by line item and budget justification
- One Writing and/or lesson plan sample

Format and Proposed Timeline

Submit via PDF or MS word

Principle Point of Contact

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Deadline for submitting December 10th

You may call or e-mail with questions regarding this posting up until December 7th COB.

Semi-finalists will be notified by December 14th

Scheduling interviews for the week of December 17th

Final selection no later than December 21st