



## Best Buy Teen Tech Center REQUEST FOR PROPOSALS

### **Best Buy and The Clubhouse Network support better futures for teens:**

Across the country, many communities lack support and access to the tools and experiences that can unlock a better future and prepare teens for the challenges ahead. Young people of color are disproportionately affected by these disparities. Best Buy believes that technology can empower people to dream big and accomplish great things.

Best Buy Teen Tech Centers are places where teens can develop critical skills through hands-on activities exploring their interests through project-based learning. Each location works to bridge the digital divide by giving young people access to tech education and mentor guidance while building the confidence they will need to be successful in school and in their future careers.

In 2012, Best Buy launched a program aimed at building state-of-the-art “Best Buy Teen Tech Centers” in communities across North America. These Teen Tech Centers are free afterschool programs that provide a creative and safe learning environment. To continue the growth of this program, Best Buy has partnered with internationally-acclaimed [The Clubhouse Network](#) (TCN), an organization founded in collaboration with the MIT Media Lab. With a solid 27-year record of demonstrated success serving thousands of youth and giving them the confidence and resources to change their lives, TCN has a replicable model for technology learning in community-based organizations around the world. Today, 109 Clubhouses in 20 different countries serve youth, primarily from historically marginalized communities. Winner of the 1997 Peter F. Drucker Award for Non Profit Innovation and the 2019 Presidential Award for Excellence in STEM Mentoring, the Clubhouse provides not only access but culturally relevant and challenging learning content for youth, coupled with support from caring adult mentors who serve as role models.

Building on the success of the 35 Best Buy Teen Tech Centers thriving today, Best Buy will bring new Teen Tech Centers to more than twelve new locations in 2021. In order to do so, we are seeking to identify non-profit organizations to be our partners in establishing and running each new Teen Tech Center. Our ideal partner is one that has an existing afterschool teen program in a dedicated space and a commitment to youth in under-served communities.

### **Best Buy Teen Tech Center Program Overview:**

Our mission is to provide a fun, interactive learning space where teens explore technology to discover new interests, collaborate with one another, and prepare for the future.

Inside Teen Tech Centers teens leverage technology to develop projects based on their own interests such as: creating art, producing music and animations; designing their own science simulations and mobile applications; writing and illustrating interactive poetry, stories and films; building kinetic sculptures and robotic constructions; and designing their own 3D worlds and games. In the process, youth become excited about learning and fluent with new technologies, developing skills and experiences to help them succeed in their careers, contribute to their communities and lead outstanding lives.



Best Buy supports teen engagement by seeking host organizations with a track record of serving teens including libraries, schools, museums and community centers. Best Buy Teen Tech Centers have a consistent look and feel that are fun, safe and inviting (including teen-centric furniture and an innovative space design) and aim to be inclusive for teens. Local Best Buy employees will also participate in the program as volunteers, provide ongoing mentorship, and conduct workshops.

### **Best Buy Teen Tech Center Learning Model:**

Current educational research shows that adolescents learn most effectively when they are engaged in designing and creating projects rather than memorizing facts or learning isolated skills out of context. Leveraging The Clubhouse Network's proven learning model, Best Buy Teen Tech Centers foster a learner-centered, informal educational approach that encourages participants to discover their interests and apply their own ideas. Through a combination of self-guided learning and structured training, teens have access to resources, materials and tools to experiment, explore and create based on their own interests, and learn skills that will help them succeed in a wide array of professions in the modern workplace.

The Best Buy Teen Tech Center learning model is based on The Clubhouse Network program and is guided by four principles:

- **Learn by Design-** Provide a combination of self-directed learning and structured workshops guided by staff and youth peer leaders, focused on hands-on, experiential activities.
- **Follow Your Interests-** Provide opportunities for choice where teens care about what they are working on and are willing to work longer and harder while learning more in the process.
- **Build Community-** Create a community with a culture of peer learning and equal opportunity, where young people work together with support and inspiration from peer leaders, mentors, and staff.
- **Respect & Trust-** Create a stable environment in which participants feel safe to experiment, explore and innovate and are given time and space to play out their own ideas.



### Eligibility criteria:

Best Buy invites local non-profit organizations that have a fundamental commitment to youth, ages 13-18, to apply for funding to create a Best Buy Teen Tech Center in your community.

Minimum eligibility criteria include:

- Location must be within an existing and successful afterschool program that already serves youth ages 13-18.
- Location must be hosted within a community organization-run facility whose mission supports racial justice and equality.
- Location must be within the metropolitan areas of **San Francisco CA, East Palo Alto CA, and Charlotte NC.**
- Location must be within 15 miles of a Best Buy store to allow for Best Buy employee volunteers. To find store locations, visit [bestbuy.com/storelocator](https://bestbuy.com/storelocator)
- Host organization must have a space for the Teen Tech Center with a minimum of 1,300 square feet.
- The location must be ADA compliant.
- Organization must provide a commitment to host and ensure financial support for the Best Buy Teen Tech Center for a minimum of 3 years.

### Grant overview:

To ensure the success of the Best Buy Teen Tech Center program, Best Buy is seeking non-profit organizations with afterschool programs including a teen program, with a respected track record for achieving results through community-based initiatives, financial sustainability, and an ability to embrace new technologies as well as sustain the Tech Center over time (minimum three years):

The primary responsibilities of the community-based organization (CBO) include:

- Demonstrating a commitment to the Best Buy Teen Tech Center learning model and philosophy.
- Working with schools and other community-based organizations to build awareness of the program to drive teen participation.
- Hiring, supporting, and retaining a full-time Teen Tech Center Coordinator.
- Providing an inviting, attractive and safe physical space for the Teen Tech Center location.
- Ensuring access to youth from under-served communities.
- Enabling participation of Best Buy employees to serve as volunteers at the Center.
- Having a commitment to participation in The Clubhouse Network (mandatory professional development for staff, sharing best practices, collaborating with other sites, participating in evaluation process, etc.).
- Developing financial and community support to help sustain the Teen Tech Center beyond the grant funding period.
- Submitting semi-annual reports on program aspects including youth recruitment, college/career activities, challenges and successes, as well as engaging their youth participants in an annual youth impact survey.
- Adhering to Best Buy Teen Tech Center and The Clubhouse Network brand standards and marketing expectations, including websites, social media platforms, collateral, signage and other materials.
- Adhering to all licensing requirements of The Clubhouse Network and Best Buy.



Best Buy will provide a combination of cash and in-kind support for the first year, which will comprise:

- A technology grant to be used to acquire the hardware, software, and necessary accessories for the center to be fully operational including high-quality, professional software tools for creating graphics, 3D animation, images, video and music.
- A furniture grant to be used to acquire furnishings that reflects the “look and feel” of a teen-centric space and Best Buy Teen Tech Center design guidelines.
- Support from Best Buy and The Clubhouse Network staff for facility design and layout, equipment set-up, software installation, and technical assistance.
- A \$50,000 grant to be used for staffing, staff development, and program related expenses. Program funding cannot be used for general overhead expenditures.
- Cutting-edge curriculum and programs developed by the Best Buy Foundation grant partners.
- Ongoing support from The Clubhouse Network staff to conduct program evaluation, site visits, programmatic guidance, technology support, and general assistance.
- Access to *The Clubhouse Village*, a social network that enables staff and youth everywhere to meet, interact online, collaborate on design activities, and share projects.
- Participation in one week of orientation and professional development for new Teen Tech Center staff at the ‘Flagship’ Clubhouse in Boston (or virtually, if required), as well as written training materials and on-line documentation to assist in start-up and ongoing operations.
- Best Buy and Geek Squad employee volunteers for community activities, technology assistance and educational workshops.

### **Matching Requirements**

Best Buy will support the construction costs to create the Teen Tech Center with a construction grant of up to \$75,000. All construction grants will be matched 3:1 with organization contributions. The host organization will provide the first \$25,000 of construction costs and will be responsible for any costs over \$100,000.



**Considerations and restrictions (PLEASE READ CAREFULLY):**

1. This opportunity is available to community-based non-profit organizations that have existing afterschool programs for teens and a commitment to youth in under-served communities. Best Buy does not provide funding for private foundations described under IRS Code Section 509(a), organizations that promote or practice discrimination, political organizations, religious or fraternal organizations (unless for a program that is secular). We reserve the right, in our sole discretion, to reject any and all proposals, or to modify or cancel the proposed scope, for any reason.
2. The initial staffing grant will be provided to support the operation of the program for one year from date of implementation. Successful grant recipients will be eligible for additional years of funding based on demonstrated success. To date, successful Best Buy Teen Tech Centers have received \$50,000 in staffing grants annually thereafter, in addition to annual \$10,000 Technology Refresh and Retool grants.
3. The estimated costs of maintaining a Best Buy Teen Tech Center are based on a number of assumptions about the Teen Tech Center, the host organization, community location, and geographic setting. Operating expenses reflect the annual costs that the Teen Tech Center incurs in the course of doing business. These costs include personnel expenses, computer support, and program materials and supplies. The annual operating costs are estimated at \$90,000 - \$100,000, depending on local costs and pay scale.
4. The minimum space requirement of a Best Buy Teen Tech Center is 1,300 square-feet (including a music studio and an inner-office for staff). The Teen Tech Center must be located in a dedicated, separate area that can secure and safely house high-end equipment. Each Teen Tech Center will be Best Buy branded. The execution of any construction needed to meet the design requirements of the Teen Tech Center is the responsibility of the host organization, and timely implementation (i.e., six months or less) of any facility renovations is expected.
5. With support from Best Buy and The Clubhouse Network, the Teen Tech Center will be furnished and decorated to provide a warm, inviting physical space that encourages creativity, self-expression, and collaboration.

Features include:

- Computers in clusters and “pods” (not classroom style or lined up against the wall)
  - A table in a central location within the Teen Tech Center as a gathering place for youth to discuss, design, and work together
  - Ergonomic chairs (on wheels, to encourage collaboration)
  - Carpeting and color specs to create a warm, inviting environment
  - Studio lighting
  - Bookshelves & reading area
  - Exhibit space for youth work (display boards, shelves)
6. The Best Buy Teen Tech Center Coordinator will be assigned to this program 100 percent (40 hours per week) of their time and must have a proven track record in youth services.

Job responsibilities include, but are not limited to:

- Help teen members develop projects,
- Recruit, train and support volunteer mentors, with a specific emphasis on Best Buy employees,



- Provide community outreach in support of the Teen Tech Center program,
  - Provide basic computer maintenance,
  - Assist host organization in fundraising and publicity for the Teen Tech Center
  - Support youth in pursuing academic and job opportunities, and
  - Support other programs and activities of the host organization as time permits.
7. The Teen Tech Center will be open a minimum of 20 hours per week (after school and/or on weekends) throughout the year. Teen Tech Center leadership will be responsible for determining back-up part-time support for full-time Teen Tech Center staff.
  8. All teen participants under age 18 must have signed parent/guardian consent forms.
  9. Best Buy and The Clubhouse Network will have the right to use any content or creative work, art or technology developed by participants engaging in activities at a Best Buy Teen Tech Center.
  10. Annual execution of license agreements with Best Buy and The Clubhouse Network are required.



**Required elements of the proposal: Maximum of 5 pages (not including attachments)**

Proposals will be evaluated and competitively ranked by a review committee from Best Buy and The Clubhouse Network. The review committee may choose to conduct a site visit as part of the selection process. The overall comprehensiveness, quality, and clarity of the proposal will be reviewed. Please address each requirement below.

**Mission & Strategic Direction (1-page maximum)**

Statement of Community-Based Organization’s mission and strategic direction:

1. Describe how a Best Buy Teen Tech Center can help achieve your current and future objectives.
2. Describe how you expect your participation would contribute to the success of the Best Buy Teen Tech Center program, as well as serve as part of The Clubhouse Network.

**Support of Teens (1-page maximum)**

1. Describe how your organization reaches and supports young people. Include number of youth served, related demographic data (e.g., ages served, gender mix, % on free and reduced price lunch program), hours of operation, and schedule of activities.
2. Specifically, describe successful engagement with economically disadvantaged and diverse populations.
3. Describe how a Best Buy Teen Tech Center would support the development of youth at your organization.
4. Describe leadership opportunities for youth within your organization, as well as the role of youth in planning and implementing programs and activities.

**Program Information & Commitment to Learning Approach (1-page maximum)**

1. Describe experience with informal learning environments, or willingness to engage your organization in new learning approaches.
2. Describe your experience with using technology as a learning tool.
3. Describe your plan for staffing the Best Buy Teen Tech Center. (Experience of existing staff or selection criteria for the Coordinator)
4. Give examples of prior experience with program evaluation.

**Operational Infrastructure (1-page maximum)**

1. Describe the proposed Best Buy Teen Tech Center location and space. Explain how you plan to pay for any construction costs or facility renovation required.
2. Give examples of how your organization utilizes technology in your operations including infrastructure and ongoing support.
3. Describe planned or existing security infrastructure for a Best Buy Teen Tech Center.

**Community Relations & Sustainability (1-page maximum)**

1. Describe your organization’s commitment to inclusion, diversity, and equity. Provide percentages of your Board of Directors, executive leadership, and senior level management who are Black, Indigenous, or People of Color.
2. Describe your volunteerism program.
3. Describe your organization’s support and reputation in the community and how you plan to maintain positive visibility of the program.
4. Give examples of collaboration with organizations in the community.



5. Describe how you would develop financial and community support to help sustain the Best Buy Teen Tech Center beyond the initial funding period.

**Attachments:**

**Organizational Information**

1. Cover letter that includes signatures of authorizing officials and the Executive Director.
2. Resumes and/or biographies of current key staff that will be working on this project, including the executive director and proposed Teen Tech Center Coordinator (if applicable).
3. Photos of the proposed location and layout for the Teen Tech Center.
4. Three letters of recommendation that support your collaborative efforts in the community.
5. List of organization's Board of Directors, if applicable.
6. List of major funders and any funding that was received from Best Buy previously.

**Budget Information**

1. Organization operating budget for two years.
2. Most recent financial statement, audited if available.
3. Documentation of current tax-exempt status.

**Proposal deadlines and administrative information:**

In order to answer any questions you might have and provide more detail on the program, we will be hosting a RFP workshop at the time and location indicated below.

**RFP Workshop:**

**Tuesday, October 27<sup>th</sup> @11am Pacific / 2pm Eastern.**

**Register in advance for the workshop.** After registering, you will receive a confirmation email containing information about joining the meeting.

**Proposal requirements:**

Proposal must be submitted no later than **Friday, December 4<sup>th</sup> by 5:00pm Pacific.**

Visit [theclubhousenetwork.org/bestbuy](https://theclubhousenetwork.org/bestbuy) for submission instructions.

Proposals must be submitted electronically.

**Contingent Notification date: January 29<sup>th</sup> 2021**

**Additional Information:** [corporate.bestbuy.com/teen-tech-centers](https://corporate.bestbuy.com/teen-tech-centers)

**Contact** [BestBuyProposal@theclubhousenetwork.org](mailto:BestBuyProposal@theclubhousenetwork.org)