

State of Oregon



Youth Mental Health Corps Contractor

Request for Proposal:

HECC # 25-155

OregonBuys # S-52500-00015156

Date of Issue: 10/14/2025 Closing Date: 11/4/2025 at 3:00 PM Pacific Time

Single Point of Contact (“SPC”): Shannon Ziglinski | shannon.ziglinski@hecc.oregon.gov

For questions or clarifications, or if you need this material in a different format, please contact the SPC.

HECC’s Vision

The Oregon Higher Education Coordinating Commission (“HECC”) envisions a future where all people benefit from the economic, civic, and cultural impact of high-quality postsecondary education, training, and workforce development.

HECC’s Mission

Through strategic coordination, funding, outreach, services, reporting, and leadership for systems change, HECC:

Drives equitable postsecondary access and success for all Oregonians;

Anticipates and meets workforce and economic needs; and

Strengthens Oregon’s collective future by fostering research, innovation, learning, civic engagement, and cultural contributions.

To review HECC’s full strategic plan, [click here](#)

1. INTRODUCTION

The State of Oregon, acting by and through the Higher Education Coordinating Commission (“Agency” or “HECC”), is issuing this Request for Proposals (“RFP”) for a consultant to support the implementation and expansion of the Oregon Youth Mental Health Corps (“YMHC”), launching in Fall 2025. The selected consultant will serve as a strategic implementation partner, responsible for providing planning grantee technical assistance, developing performance reports, and crafting outreach materials that highlight the program’s impact across Oregon communities.

In addition to supporting Year 1 implementation, the consultant will play a key role in recruiting and supporting new partner development for Year 2, helping to expand the reach and sustainability of the YMHC initiative.

The initial term of the Contract is anticipated to expire one year from the effective date. HECC reserves the right to extend the contract up to 4 years and to award more than one Contract if it is in HECC’s best interest. HECC reserves the right to amend the resulting Contract for related services and time as HECC determines necessary.

HECC is conducting this procurement under the authority of OAR 125-246-0170(2)(c)(C).

Estimated budget is \$25,000. This is funded 100% with private philanthropic funds.

2. BACKGROUND

The YMHC is a new statewide initiative designed to support youth mental health in schools and communities while providing young adults a pathway into behavioral health careers. The program is housed within OregonServes, a division of HECC’s Office of Workforce Investments.

OregonServes was established in 1994 to serve as the state’s primary entity to promote and elevate service, volunteerism, and civic engagement across Oregon communities. Its mission is to strengthen communities by inspiring Oregonians to actively engage, volunteer, and serve. OregonServes is guided by a Governor-appointed commission and operates under the authority of the National and Community Service Trust Act of 1990 (as amended by the Serve America Act), as well as the Oregon Volunteer and Community Service Act of 2007.

OregonServes administers AmeriCorps State funding through a competitive and formula grant process, supporting approximately 150 AmeriCorps members annually. These members serve in areas such as education, environmental stewardship, healthy communities, economic opportunity, veteran and youth services, and capacity building.

The YMHC is part of a nationwide collaborative initiative designed to strengthen mental health supports for youth while simultaneously building the future behavioral health workforce. In Oregon, AmeriCorps members will serve as peer or near-peer mental health navigators, providing care coordination, referral support, and peer engagement, while earning credentials such as peer support

specialist certification, community health worker certification and/or postsecondary coursework in mental and behavioral health.

To ensure a successful launch, HECC seeks a consultant to serve as a partnership and program manager who will coordinate outreach and development of programmatic and financial partnerships and educational pathways.

3. SCOPE OF WORK

The consultant will serve as technical assistance lead and strategic connector, working closely with HECC staff and external partners to execute core program activities. This includes:

- Providing ongoing training and technical assistance to planning grantees developing YMHC program models
- Developing performance dashboards and reports aligned with Key Performance Indicators ("KPI")
- Drafting outreach materials to promote the program's value and impact
- Supporting recruitment and onboarding of new partners for Year 2

4. PROPOSED STATEMENT OF WORK AND DELIVERABLES

Proposer should use their experience and expertise to propose how the below statement of work shall progress.

A. Task 1 – Implementation Kickoff and Alignment

- Facilitate a launch meeting with HECC staff to align goals, timelines, and communication protocols

Deliverables:

- Kickoff meeting summary
- Finalized implementation roadmap

B. Task 2 – Planning Grantee Training and Technical Assistance

- Review planning grant applications and initial program concepts. Facilitate survey or intake calls to identify planning grantee strengths, needs, and priorities
- Provide individualized technical assistance to planning grantees on program design elements such as member activities, host site partnerships, and service delivery models
- Develop and lead virtual workshops on key topics
- Create customizable resources and guiding documents
- Identify common challenges and promising practices across the planning grant cohort

Deliverables:

- Summary report of planning grantee needs and priorities
- 3-5 virtual 1-hour training sessions with slide decks and recordings
- Toolkit of program design templates and examples

- Final summary document of planning grant cohort progress, challenges, and recommendations

C. Task 3 – KPI Reporting and Performance Tracking

- Define and track KPIs related to member service, community impact, and mental and behavioral health workforce development
- Produce performance report templates and visual dashboards

Deliverables:

- KPI framework and reporting templates
- Biannual performance reports and dashboards

D. Task 4 – Outreach and Impact Communications

- Draft outreach materials that showcase YMHC’s community impact
- Support HECC in developing content for presentations, newsletters, and legislative briefings

Deliverables:

- Outreach campaign plan
- Impact stories and community profiles
- Legislative and funder briefing materials

E. Task 5 – Partnership & Pathway Development

- Identify and engage potential new grantees for Year 2 of program implementation
- Research other training partners and/or educational obtainment strategies for members serving in the school-based mental health navigator pathway. Research would include surveying current grantees and community partners on best strategies for educational obtainment.

Deliverables:

- Partnership development strategy
- Outreach materials for prospective partners
- Refined educational pathway for school-based mental health navigator members that includes other certification/higher education credit obtainment strategies

5. PROPOSAL SUBMISSION

Proposals must be submitted through the state’s procurement system, OregonBuys—HECC cannot accept proposals by any other means. Proposals are due no later than 3:00 PM on November 4, 2025. OregonBuys registration is free by clicking the blue “Register” button on the top right corner of the following webpage: <https://oregonbuys.gov/bsol/>.

6. PROPOSAL CONTENT REQUIREMENTS

Proposal must address each of the items listed in this section and all other requirements set forth in this RFP. Proposer shall describe the Goods to be provided or the Services to be performed or both. A Proposal that merely offers to provide the Goods or Services as stated in this RFP will be considered non-Responsive to this RFP and will not be considered further.

A. Proposal Certification Sheet

The Proposer shall complete and submit the Proposal Certification Sheet (Attachment A).

B. Introduction to Proposer and Proposer's Relevant Experience

Proposers must demonstrate the capacity, experience, and strategic insight necessary to support the implementation and expansion of Oregon YMHC. The selected consultant will play a hands-on role in executing program activities, coordinating communications, developing performance reports, and supporting outreach and partnership development for Year 2.

a. Required Attributes

Describe Proposer. How long has the Proposer been in business? From which locations will the services be performed? How does Proposer support diversity, equity, and inclusion (HECC's Equity Lens is found here: <https://www.oregon.gov/highered/strategy-research/pages/equity-lens.aspx>)?

Proposers must clearly demonstrate the following qualifications:

- Program Implementation Experience: Proven track record of supporting or leading implementation of public service, workforce development, or community-based programs
- Strategic Communications Expertise: Experience developing and managing partner communications, including toolkits, newsletters, and engagement strategies
- Performance Measurement Skills: Ability to design and produce KPI dashboards, performance reports, and data-informed insights for internal and external audiences
- Outreach and Impact Storytelling: Demonstrated ability to craft compelling outreach materials that highlight program impact and engage diverse audiences
- Partnership Development: Experience identifying, recruiting, and onboarding community-based organizations or host sites for program expansion
- Project Management Capacity: Ability to manage timelines, coordinate deliverables, and work collaboratively with public sector teams

b. Preferred Attributes

The following qualifications are not required but will strengthen a proposal:

- Familiarity with AmeriCorps, job corps, student volunteer/internship, or national service programs
- Experience working with state agencies or in cross-sector partnerships
- Knowledge of youth mental health, education, or workforce development landscapes in Oregon
- Capacity to support legislative or funder communications through briefing materials and presentations
- Experience with equity-centered program design or implementation

Proposers should use this section to highlight relevant past projects, client relationships, and measurable outcomes that align with the YMHC's goals. Include examples that demonstrate Proposer's ability to translate strategic plans into actionable deliverables.

C. Proposer's Implementation Plan

The Proposer shall describe how they intend to do the work. The description should include:

- Proposer's knowledge and understanding of the Project.
- The approach that Proposer will take in performing the work described in this solicitation document; must include a sample timeline and proposed schedule.
- How Proposer plans to help achieve HECC's charge of furthering diversity, equity, and inclusion through this Project.
- How the Proposer will evaluate the project's success.

D. Project Lead and Key Staff Experience and Resumes

The Proposer should include the resumes of the project lead and all key staff that will be performing the Services.

E. Cost Proposal

For each activity described in the Statement of Work, the cost proposal must include identifiable costs, time estimates for completing each activity, and a summary of all proposed costs pertaining to each deliverable listed in accordance with the itemized activity.

F. References

Proposer should include three letters of reference with the writer's contact information to measure support for Proposer's ability to comply with the requirements of this RFP. HECC may use references to obtain additional information, break tie scores, or verify any information needed. HECC may contact any reference (submitted or not) to verify Proposer's qualifications.

7. EVALUATION

Proposals shall be evaluated on the following criteria:

Experience (40 possible points)

- How well has the Proposer demonstrated experience related to this project?
- How well has the Proposer demonstrated experience and/or capability to complete the project?

Resources (10 possible points)

- How well does the Proposer demonstrate they have the resources to successfully provide the Services described in this solicitation document in the timeframe required by Agency?

Implementation Plan (20 possible points)

- How well does the Proposer clearly and concisely describe their intended approach to performing the work described in this solicitation?
- How well does the Project Approach demonstrate an understanding of the Project Requirements?

- Does the Proposer offer any new or enhanced ideas to add value to the work described in this solicitation?
- Does Proposer's Project Approach further diversity, equity, and inclusion?

Cost Proposal (20 possible points)

- How clearly and concisely does the Proposer convey the cost per deliverable?
- How clearly and concisely does the Proposer convey the basis on which prices are quoted?
- How well do the proposed costs align with the Proposer's project approach?
- What is the overall cost?

Public Information/Past Performance (10 possible points)

- Publicly available information may be used to evaluate Proposers.
- Past performance may be used to evaluate Proposers.

Proposers will then be ranked in order of median scores calculated from points awarded by a scoring evaluation committee.

After an initial evaluation session, HECC may ask leading Proposers for interviews.

8. SUCCESSFUL PROPOSER REQUIREMENTS

A. Insurance

Prior to execution of the Contract, the apparent successful Proposer shall secure and demonstrate to HECC proof of commercial general liability insurance coverage in the amounts of \$1,000,000 per occurrence and \$2,000,000 aggregate, unless otherwise negotiated. Policies can usually be obtained for short-term durations for relatively low cost—please consult an insurance broker if you do not already carry the above-described insurance.

B. Taxpayer Identification Number

The apparent successful Proposer shall provide its Taxpayer Identification Number on a completed W-9 form (which can be found here: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>). The apparent successful Proposer must provide its backup withholding status on the W-9 form if either of the following applies:

- When requested by HECC (normally in an intent to award notice), or
- When the backup withholding status or any other information of Proposer has changed since the last submitted W-9 form, if any.

HECC will not make any payment until HECC has a properly completed W-9.

C. Business Registry

If selected for award, Proposer shall be duly authorized by the State of Oregon to transact business in the State of Oregon before executing the Contract. The selected Proposer shall submit a current Oregon Secretary of State Business Registry number, or an explanation if not

applicable.

All Corporations and other business entities (domestic and foreign) must have a Registered Agent in Oregon. See requirements and exceptions regarding Registered Agents. For more information, see Oregon Business Guide, How to Start a Business in Oregon and Laws and Rules. The titles in this subsection are available at the following Internet site:

<http://www.filinginoregon.com/index.htm>.

9. ADDITIONAL INFORMATION

A. Governing Laws

This RFP is governed by the laws of the State of Oregon. Venue for any administrative or judicial action relating to this RFP, evaluation and award is the Circuit Court of Marion County for the State of Oregon; provided, however, if a proceeding must be brought in a federal forum, then it must be brought and conducted solely and exclusively within the United States District Court for the District of Oregon. In no event shall this Section be construed as a waiver by the State of Oregon of any form of defense or immunity, whether sovereign immunity, governmental immunity, immunity based on the Eleventh Amendment to the Constitution of the United States or otherwise, to or from any Claim or from the jurisdiction of any court.

B. Ownership

All Proposals submitted in response to this RFP become the Property of HECC. By submitting a Proposal in response to this RFP, Proposer grants the State a non-exclusive, perpetual, irrevocable, royalty-free, fully paid-up, worldwide license for the rights to copy, distribute, display, prepare derivative works of and transmit the Proposal solely for the purpose of evaluating the Proposal, negotiating an Agreement, if awarded to Proposer, or as otherwise needed to administer the RFP process, and to fulfill obligations under Oregon Public Records Law (ORS 192.311 through 192.478). Proposals, including supporting materials, will not be returned to Proposer unless the Proposal is submitted late.

C. Cost of Submitting Material

Proposer shall pay all the costs in submitting its Proposal, including, but not limited to, the costs to prepare and submit the Proposal, costs of samples and other supporting materials, or costs to participate in demonstrations.

D. Statewide E-waste

If applicable, Proposer shall include information in its Proposal that demonstrates compliance with the Statewide E-Waste/Recovery Procedure 107-011-050_PR. Download the procedure by visiting www.oregon.gov/DAS, then enter the procedure number into the search bar, and find the procedure in the search results window.

E. Recyclable Products

Proposer shall use recyclable products to the maximum extent economically feasible in the performance of the Services or Work set forth in this document and the subsequent Contract. (ORS 279B.025)

F. Printing, Binding Work

Except as provided in ORS 282.210(2), all printing, binding, and stationery work, including the manufacture of motor vehicle registration plates and plates required to be affixed to motor carriers, for the State or any county, city, town, port district, school district, or other political subdivision, must be performed within the State of Oregon.

ATTACHMENT A — PROPOSAL CERTIFICATION SHEET

Legal Name of Proposer: _____

Address: _____ City, State,
Zip: _____

State of Incorporation: _____ Entity Type: _____

Contact Name: _____ Telephone: _____ Email: _____

Any individual signing below hereby certifies they are an authorized representative of Proposer and that:

1. If awarded a Contract, Proposer agrees to perform the scope of work and meet the performance standards set forth in the final negotiated scope of work of the resulting Contract.
2. I have knowledge regarding Proposer's payment of taxes and by signing below I hereby certify that, to the best of my knowledge, Proposer is not in violation of any tax laws of the state or a political subdivision of the state, including, without limitation, ORS 305.620 and ORS chapters 316, 317 and 318.
3. Proposer does not discriminate in its employment practices with regard to race, creed, age, religious affiliation, gender, disability, sexual orientation, national origin. When awarding subcontracts, Proposer does not discriminate against any business certified under ORS 200.055 as a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business. If applicable, Proposer has, or will have prior to contract execution, a written policy and practice, that meets the requirements described in ORS 279A.112, of preventing sexual harassment, sexual assault and discrimination against employees who are members of a protected class. HECC may not enter into a contract with an anticipated contract price of \$150,000 or more with a Proposer that does not certify it has such a policy and practice. See <https://www.oregon.gov/DAS/Procurement/Pages/hb3060.aspx> for additional information and sample policy template.
4. Proposer and Proposer's employees, agents, and subcontractors are not included on:
 - A. the "Specially Designated Nationals and Blocked Persons" list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>, or
 - B. the government-wide exclusions lists in the System for Award Management found at: <https://www.sam.gov/SAM>
5. Proposer certifies that, to the best of its knowledge, there exists no actual or potential conflict between the business or economic interests of Proposer, its employees, or its agents, on the one hand, and the business or economic interests of the State, on the other hand, arising out of, or relating in any way to, the subject matter of the RFP. If any changes occur with respect to Proposer's status regarding conflict of interest, Proposer shall promptly notify the State in writing.
6. Proposer certifies that all contents of the Proposal (including any other forms or documentation, if required under this RFP) and this Proposal Certification Sheet are truthful and accurate and have been prepared independently from all other Proposers, and without collusion, fraud, or other dishonesty.
7. Proposer understands that any statement or representation it makes, in response to this RFP, if determined to be false or fraudulent, a misrepresentation, or inaccurate because of the omission of

material information could result in a "claim" (as defined by the Oregon False Claims Act, ORS 180.750(1)), made under Contract being a "false claim" (ORS 180.750(2)) subject to the Oregon False Claims Act, ORS 180.750 to 180.785, and to any liabilities or penalties associated with the making of a false claim under that Act.

8. Proposer certifies it will comply with the Pay Equity law, ORS 652.220, if applicable.
9. Proposer is registered in the State's electronic procurement system, OregonBuys, found here: <https://oregonbuys.gov/bso/>. (Registration is free by clicking the blue "Register" button on the top right corner of the webpage.)

Authorized Signature

Date

(Printed Name and Title)