

**Project Title:** Development and Management of Kids' Cultural Camp  
**TATT 2024-2026 Strategic Plan:** Goal#3 - Objective#3  
**Submitted By:** TATT Kids Cultural Camp Work Group  
**Name:** Generation AFRICamp

## **Background**

**Children of African descent are the focus of this project. However, we want to be inclusive of all children who are interested in learning more about Africa and the many rich and vibrant cultures within the continent. The overarching goal is to acculturate American-born children of African descent, and those with an interest in Africa, in a way that fosters realization of the bounty of their heritage and enhances the capacity to tell our own story across the globe for generations to come. The name of this camp, Generation AFRICamp captures that overarching goal: with each group that completes this program, we will launch a Generation Acculturating For Realization In Camp.**

## **Objectives**

Our Kids' Cultural Camp will fulfill the following objectives as outlined in the RFP:

- **Educational Goals:** Deliver a comprehensive and engaging curriculum on African history, cultures, arts, and key figures to Africans in the diaspora and friends of Africa. The curriculum should reflect the many cultures within the continent. There should be an emphasis on presenting Africa as a diverse and multi-dimensional continent; from the desert to the forests to the islands, Africa is one continent made up of several countries, tribes and languages that each carry a dense assortment of history, culture and arts.
- **Personal Development:** Foster a strong sense of belonging and pride in African heritage. This should involve mentorship and cultural exchange that allows children to experience the achievements and opportunities from and within Africa.
- **Skill Building:** Teach important life skills, including communication, leadership, teamwork, and problem-solving that positions the African youth to be competitive in the global marketplace.

## **Scope of Work**

### ***A. Online Program***

#### **1. Curriculum Development**

- The contractor will design a culturally rich and engaging curriculum focusing on African history, culture, arts, and key figures.
- Additional modules on life skills such as communication, leadership, and teamwork will be included.
- The content will be tailored for different age groups to ensure age-appropriate learning.

#### **2. Platform Management**

- o The contractor will select and manage a secure, user-friendly online platform with privacy features that supports the needs of both students and parents.
- o This platform will have reporting and analytics capabilities and TATT leadership and designated personnel will have access to this module.
- o The contractor will have a business continuity plan for any system functional disruptions, outages or cyberattack.
- o The platform will feature interactive learning materials, live classes, and recording capabilities for on-demand access.

### 3. **Instruction and Support**

- o The contract will recruit qualified instructors with a deep understanding of African history and culture. Instructors must have a minimum of an Associates Degree or equivalent work experience. Instructors must have at least 1 year experience in education, child development, mentorship or curriculum development/design.
- o The contractor will provide 24/7/365 support and technical assistance to TATT, students and parents through dedicated communication channels.

## ***B. In-Person Camp***

### 1. **Camp Planning and Logistics**

- o The contractor will organize a 1-week in-person summer camp that complements the online curriculum.
- o The camp will offer lunch and at least 1 snack per 4 hours to campers
- o The camp day will be at least 4 hours and not longer than 8 hours.

### 2. **Program Activities**

- o The camp will offer a range of activities, including cultural workshops, leadership development sessions, mentorship/coaching and team-building exercises.
- o Educational and recreational activities will be designed to deepen participants' understanding and connection to the robust and varied cultures of Africa.

### 3. **Staffing**

- o The in-person camp will be appropriately staffed with a minimum of camp instructors, counselors, and administrative personnel.
- o All staff will have experience working with children and deep knowledge of African culture.

## **Deliverables**

1. **Curriculum Materials:** Comprehensive curriculum, including lesson plans, instructional materials, and assessments.
2. **Online Platform:** A fully functional, user-friendly platform that supports year-round online learning.
3. **In-Person Camp Plan:** Detailed plans for the in-person camp, including logistics, staffing, and an activity schedule.
4. **Final Report:** A report summarizing program execution, participant outcomes, and recommendations for future iterations.

5. **Readiness review:** Prior to project launch, the contractor will demonstrate that they are ready to proceed with recruiting students and providing services. This will include a review of all deliverables and approval by TATT board and Kids Cultural Camp Work Group.
6. **Quarterly report: Once a quarter, starting in March 2025, the contractor will submit key performance indicators to TATT. This will include a minimum of the following measures:**
  - Recruitment progress - target of 20 campers for year 1, 40 campers for year 2, and minimum of 40 campers for year 3 onward.
  - Engagement - continuous use of platform by at least 80% of campers
  - Retention - At least 90% of campers complete the year long program
  - Parent satisfaction survey - rating of 4 or higher on a 5 point scale

Compensation will be dependent on meeting these KPIs. There will be a tiered compensation based on low target, target and high target. For example, Engagement would have low target of 60%, target of 80% and high target of 81% or more. Any KPI that is below low target will require remediation and a corrective action plan up to and including termination of agreement with the contractor.

## **Proposal Requirements**

### ***Company Information***

The contractor will provide proof of licensure, incorporation and any relevant certifications. We will require a list of key personnel including any board members if applicable. Given the goals of this project, key personnel must include at least 60% of individuals of African descent.

### ***Approach and Methodology***

- The contractor will adopt a phased approach, starting with curriculum development for the online component followed by logistical planning for the in-person camp.
- methods are centered on inclusivity, engagement, and ensuring that all participants feel connected to their African heritage.

### ***Staffing Plan***

Contractor will provide a comprehensive staffing plan for the implementation of the program

### ***Budget***

Online Curriculum Development:

Platform Licensing and Maintenance:

In-Person Camp Logistics (Accommodations, Meals, Transportation):

Miscellaneous Costs (Materials, Administrative Fees):

### ***Timeline***

- We propose the following timeline:
  - **Phase 1 (Curriculum Development & Platform Setup):** Fall/Winter 2024
  - **Phase 2 (Online Program Launch):** January 2025
  - **Phase 3 (Camp Planning and Execution):** Summer 2025