

# Request for Information

State of Alaska  
Alaska Permanent Fund Corporation

**Date Issued: 10.29.21**

## ALASKAN YOUTH INVESTMENT EDUCATION OUTREACH

### Introduction:

Alaska's youth are the future leaders of our great State. The Alaska Permanent Fund Corporation (APFC), as the investment manager of Alaska's largest renewable financial resource, recognizes the Alaska Permanent Fund (Fund) and the youth are essential aspects of Alaska's future. Establishing an outreach and age/grade-based education curriculum for statewide distribution that teaches about the Permanent Fund, basic economic concepts, and financial investing will prepare both for success.

APFC has established the following goal as part of the 5-year strategic communications plan FY22-FY27.

- APFC reestablishes youth education outreach and involvement efforts to engage and inform Alaska's future leaders.

APFC's interest in reaching out to and engaging with Alaska's youth includes the following objectives:

- Teach and empower Alaska's youth at grade school, middle school and high school education levels about financial literacy, the Fund, its structure, investment management, how the Fund is utilized in converting non-renewable mineral resources into a renewable economic resource for Alaska.
- Seek opportunity for enhanced education outreach with modern delivery methods to meet the demands of today's classrooms and educate tomorrow's leaders. Reach students and classrooms through partnerships to provide effective program implementation and the benefit of collaboration.

APFC would work with an established third-party, Alaska based contractor to research, develop, and deliver age/grade-based education curriculum to educate Alaska's youth statewide on the fundamentals of the Alaska Permanent Fund and the work that the Alaska Permanent Fund Corporation does to invest mineral royalties and produce financial returns to support state services and programs. To promote student development and teacher delivery in classrooms, curriculum should meet established educational standards.

### Outreach & Partnerships Development for Effective Program Implementation

In conjunction with APFC Communications team, build and document partnerships with School Districts, and networks of educators throughout Alaska to

- Effectively Reach - students across the State.
- Work - with identified stakeholders to roll out teacher education.
- Identify - a distribution network to ensure effective delivery of content across the State

### Content & Curriculum Development

Create engaging and relevant content and curriculum that achieves programmatic goals set forth by APFC's Communication and Executive Management teams.

- Plan - lay the foundation for the curriculum development by identifying specific objectives, audiences and conducting a needs assessment and analysis as appropriate.

- Content development and delivery method - determine desired outcomes and appropriate approach for audience, grade levels, and objectives.
- Identify – existing programs, apps and platforms that could be used to achieve and enhance program education, outreach, and evaluation goals.
- Produce Curriculum in conjunction with established professionals - multimedia development for curriculum download and training (students and educators).
- Test and Revise Curriculum - ensure effectiveness and engagement.
- Ensure the provision of a Training Program – for facilitators and incorporate relevant feedback to enhance program delivery.

**Background Information:**

The Alaska Permanent Fund was established 45 Years ago to permanently save and invest at least 25% of the State's oil royalties for intergenerational benefit.

The Alaska Permanent Fund Corporation is a state-owned corporation based in Juneau that manages the assets of the Alaska Permanent Fund and other funds designated by law. APFC's pioneering investment model has been recognized globally for its ability to create and grow value on a sustainable basis for Alaska.

APFC had a program entitled 'Learning is Permanent' in the ~ '90s for Grades 1-12, developed in conjunction with external partners to teach about the Fund and financial literacy. Lessons were designed in AK Studies, Economics, Personal Finance, Business Education, and History and were considered approved curriculum by the Department of Education and Early Development. That program has not been part of the APFC communications delivery repertoire for many years; however, we are now looking to reinstate it based on current collaboration, outreach, and delivery platforms opportunities.

**Response Information:**

Established non-partisan vendors based in Alaska that can develop curriculum, provide products and services to meet APFC's Alaska Youth Investment Education Outreach program objectives, are asked to submit a response to this Request for Information by November 12, 2021. The response must include details of the vendor's experience and qualifications, estimated cost, the established product, services and opportunities, and why they will work for and benefit APFC in support of efficient program delivery, successful collaboration, and measured effectiveness.

This RFI does not extend any rights to prospective vendors or obligate the state to conduct a solicitation or purchase any goods or services. This is for informational purposes only.

**Procurement Officer contact information:**

Interested parties must submit a written response by November, 12<sup>th</sup>, 2021 at 4:30 p.m. AKST. Responses must be sent by E-mail to the address listed below.

**All questions must be directed to the person listed below in writing via email:**

Alaska Permanent Fund Corporation

Attention: Eric Verrelli

Phone: 907-500-8542

Email: [everrelli@apfc.org](mailto:everrelli@apfc.org)