

Laurel School District

RFP #07-2025

PROPOSAL COVER SHEET
Educational Consulting Services

Vendor Information

Name and Title Dr. Patricia Key Franklin

Company Name The Nia Academy for Careers and Literacy

Mailing Address 4064 Panthersville Rd

Ellenwood, Georgia 30294

By my signature below, I hereby represent that I am authorized to and do bind the offering vendor to the provisions of the attached proposal. The undersigned offers and agrees to perform the specified personal and professional services in accordance with provisions set forth in the Request for Proposals (RFP). Furthermore, the undersigned fully understands and assures compliance with the Conditions of Solicitation and Standard Terms and Conditions contained in the RFP. The undersigned is fully aware of the evaluation criteria to be utilized in vendor selection for approval. I further certify that The Nia Academy for Careers and Literacy is an authorized dealer in good standing of the products/services included in the proposal submitted in response to the RFP.

Dr. Patricia Key Franklin, Ed.D. 3/30/2025
Authorized Signature Date

I. Program Introduction

Career Camp is a structured, hands-on career exploration and professional development program designed specifically for youth who may not be college-bound and need guidance in navigating the workforce. By equipping participants with career clarity, job readiness skills, and hands-on training, we provide them with the tools to achieve economic independence and long-term stability. These young adults often lack the parental guidance, career mentorship, and financial resources needed to break the cycle of poverty and secure stable employment.

Our 6 & 8 -week programs focus on building confidence, career awareness, and job skills, ensuring that participants can enter the workforce with a clear action plan for success. We are excited about the opportunity to bring Career Camp to your organization and look forward to discussing how this program can provide life-changing opportunities for these young adults.

II. Coaching/Mentoring Experience and Strategies:

Dr. Patricia Key Franklin is a veteran educator with experience in public school classrooms, professional development classroom and field settings, industry training and academic settings. She is versed in adapting instruction to personalized and team situations. Her mentorship and coaching for school-wide initiatives produces tangible, personally satisfying outcomes for teachers, students and teams.

She is comfortable with data analysis and reflective discourse as tools for informed decision making. Her work is based on culturally relevant applications and is grounded in Social Cognitive Career Theory (SCCT), which highlights the role of self-efficacy, outcome expectations, and personal goals in career success. This theory aligns well with at-risk youth by addressing the unique challenges they face, including low self-confidence, limited career exposure, and systemic barriers to employment. This structured, yet flexible approach ensures that young adults not only explore viable career options but also gain the hands-on, mentorship, and workforce connections they need to secure long-term stability.

Career Camp, built upon Social Cognitive Career Theory (SCCT), emphasizes the role of self-efficacy, outcome expectations, and personal goals in career development. This theory is particularly effective for at-risk youth, as it highlights the importance of mentorship, exposure, and hands-on experiences in shaping career decision-making and persistence.

Dr. Franklin has experience and certifications for P-12, ELA, Gifted, ESOL, SAT prep and college literacy settings. Her industry experiences include Federal Aviation

Administration, Federal Communication Commission and International Fulbright Programs.

III. Support Checklist of Services:

In addition to generalized instruction for literacy we specialize in addressing each of the following instructional services:

- Customized Teaching: Tailoring instruction to meet diverse student needs.
- Curriculum Enhancement: Developing and enhancing educational curricula.
- Cultural Integration: Incorporating cultural relevance into educational content.
- Student Engagement Strategies: Developing strategies to increase student participation.
- Instructional Delivery and Lesson Design: Providing expertise in instructional delivery methods and designing engaging lessons.
- Parental Engagement Strategies and Resources: Developing effective strategies and resources to enhance parental involvement in education.
- Leveled/Guided Reading Support in Hybrid and Virtual Environments: Offering support and guidance for implementing leveled/guided reading programs in hybrid and virtual learning settings.
- Integration of Writing Across the Curriculum: Promoting the incorporation of writing skills across various subject areas.
- Implementation of Trauma-Informed Instructional Practices: Assisting in the implementation of instructional practices that are sensitive to trauma and support students' emotional well-being.
- Addressing Educational Needs with Consideration of Poverty: Developing strategies and approaches to address educational needs while considering the impact of poverty on students and their learning experiences.

IV. Goals and Objectives:

Objectives for Performance Standards are designed to provide students with the knowledge and skills necessary for career readiness and success no matter what trade or professional career students choose after high school graduation. The Career, Technical and Agricultural Education Performance Standards were condensed to reflect the most essential elements of the curricula. Each career pathway provides students with the necessary tools to be successful at the next level of their educational career. Performance standards will allow teachers to teach to the depth each student needs and deserves.

Central to the pathways will be the 11 Foundation Skills. These competencies not only link Career, Technical and Agricultural Education to the Georgia state academic standards but the skills also provide learners a broad foundation for managing lifelong learning and career transitions in a rapidly changing economy.

Career Camp is structured around our proprietary C.A.M.P.* Framework, which stands for Career Plan, Apprenticeship, Mentorship, and Personality Inventory. Our framework ensures that participants receive comprehensive, hands-on approach to career readiness that integrates both theoretical career development principles and real-world application.

- **Career Plan** – Participants develop a clear, personalized career action plan based on their strengths, interests, and realistic job opportunities.
- **Apprenticeship** – Exposure to hands-on career training, job shadow, and workforce engagement to provide pathways to employment.
- **Mentorship** – One-on-one career coaching and peer guidance to build confidence, resilience, and professional networking skills.
- **Personality Inventory** – Self-assessments and career-matching tools that help align career choices with strengths and aspirations.

Our programs highlight:

Self-Efficacy Development – Helping participants build confidence in their ability to explore and pursue career pathways.

Experiential Learning – Real-world application of skills through job shadowing, resume building, and interview simulations.

Goal Setting and Motivation – Structured coaching to create actionable, step-by-step career plans tailored to each participant's strengths and aspirations.
This methodology ensures that young adults receive both theoretical career readiness knowledge and practical tools to transition successfully into the workforce.

V. Measurable Outcomes and Evaluation:

Evaluation Metrics:		Measuring Success
1. Reaction:		Participant feedback on program engagement and effectiveness.
2. Learning:		Pre- and post-program assessments on job readiness skills and career knowledge.
3. Behavior:		Monitoring of resume completion, job applications submitted, and interviews secured.
4. Results:		Tracking of employment placement, workforce training

	enrollment, and financial independence.
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All participants progress through guided workbook and program units. Units are related to the program implementation plan.

VI. Implementation Plans:

Career Camp offers three customizable tiers designed to provide increasing levels of career support, mentorship, and hands-on workforce preparation. Each tier is structured to meet the diverse needs of organizations, schools, and workforce development initiatives, ensuring scalable impact for participants.

Career Clarity Quest	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interactive Group Sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personalized 1:1 Coaching	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Resume & Cover Letter Workshop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interview Preparation Guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Job Shadowing & Employer Networking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Financial Literacy & Budgeting	X	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (Customized career budgeting plan)
Program Duration	6 Weeks/Sessions	6 Weeks/Sessions	8 Weeks/Sessions
Investment	\$7,500 cohort	\$12,000 cohort	\$18,000 cohort

VII. Resume and References:

Dr. Patricia A. Key Franklin
pkeyfrank@hotmail.com
404-295-4363

Leadership for student success, educational and career transitions. Widely skilled in Literacy Instruction & Professional Communications with students, professionals, and business networking settings: classroom instruction, curriculum development, and other informational presentations as needed. Skilled in data analysis, learning assessment, analysis, and remediation of skills for diverse learners using a variety of tools to support college and career readiness/success; building skills and critical thinking needed for success in college, technical careers, and the workplace. Comfortable with curriculum articulation between secondary and higher education institutions. Analysis of data, resultant projections, and managing system requirements to meet budgetary compliances.

PROFESSIONAL EXPERIENCE

DEKALB COUNTY SCHOOL SYSTEM Decatur, GA
November 1987- Present
High School English
Reading Specialist

FEDERAL AVIATION ADMINISTRATION ARTCC 1981-1987
Hampton, GA

Air Traffic Asst.
Training Specialist

AVIATION CAREER ENRICHMENT Inc. Atlanta, GA 1978 - 1981
Instructor – Aviation Studies

HONORS Professional Development Scholar – Awarded by College Literacy & Learning Special Interest Group
International Reading Association, 2014

AFFILIATIONS Vice President Board of Directors -
AID Africa Inc.(2006- 2017)

International Reading Association (2000-2017)
National Educators Association (2000-2017)
Georgia Association of Educators (2000-2017)
Organization of DeKalb Educators (2000-2017)

REFERENCES

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