Frequently Asked Questions (FAQs)

Designing the Next Generation of Human Capital Programs

These FAQs are grouped into three categories:
1. Questions about the Phase One application process
2. Questions about the Design
3. Questions about the Budget

Section 1. Questions about Phase One: Application Process

Q - Who is eligible to apply? Added 6/12/2014

A - We are seeking applicants with diverse expertise from the private, public and nonprofit sectors. We strongly encourage applications that will help us expand the perspectives and experiences we bring to our work.

Q – What credentials are used to determine an applicant's qualifications? Added 6/12/2014

A – There are no minimum qualifications – we're seeking broad credentials and experiences with interesting approaches to system design.

Q - I missed the June 5 applicant web conference. Is it available? Added 6/12/2014

A – Yes, on the Human Capital Program Design applicant website and **here**.

Q – Do I have to submit the proposal online?

A – Yes, proposals will only be accepted through RWJF's online system at MyRWJF.org.

Q – Who do I contact for technical questions about how to use the Online system or programmatic questions?

A – Please submit your questions via email to Andrea Daitz: humancapitaldesign@rwjf.org.

Q – What is the application deadline and late submission policy?

A - The deadline is July 1, 2014, 3:00 p.m. ET. To be accepted for review, your proposal must be completed and submitted by the deadline. To be fair to all applicants, RWJF enforces a strict deadline policy.

Q - Are organizations based outside of the United States or its territories eligible to apply?

A - No. Applicant organizations must be based in the United States or its territories

Q – How can I check the status of my proposal once it is submitted?

A – We expect to receive many proposals, all of which must go through the same review process. If you have a question about a specific proposal, please send an email to Andrea Daitz:

humancapitaldesign@rwjf.org. Please be sure to include the name of the applicant institution, the principal investigator, and contact information in your communication. If you would like to speak via telephone, please include your telephone number in the email correspondence.

Q – How will I know that my proposal has been successfully submitted?

A – You will receive an email from the MyRWJF.org proposal application site confirming that you have submitted your proposal successfully.

NOTE: Once you have completed all requirements, you must return to the home page of the MyRWJF.org system to gain access to the **SUBMIT** button.

Q – What is the page limit for proposals? Updated 6/30/2014

A – The proposal and budget narrative section of the proposals including section headings cannot be more than 5 pages 1.5 spaced. The proposal and budget narrative should be submitted together as one document, limited to 5 pages. This does not apply to the one-page budget worksheet template or to supporting materials.

Q – When will finalists be notified?

A – Finalists selected to advance to Phase Two (contract phase) will be notified in late July 2014.

Q – What is the time period (start/end dates and duration) for this contract?

A – There is no contract associated with Phase One (Request for Qualifications). If selected to move forward, the anticipated contract period for Phase Two will be August 2014 – November 2014.

Q – How many contractors will be funded? Updated 6/24/2014

A – Our goal is to obtain a minimum of 3-4 designs for each of the 4 programs, and at least 2 strategies for integrating the design considerations into the programs. Individual contract amounts will vary depending on the scope of work. At this time, we cannot determine how many contractors will be selected for Phase Two. A total of $1.6M is available for Phase Two contracts.

Q – Will funded contractors be involved in subsequent phases of Human Capital program development?

A - Although the first phases of this solicitation focus solely on program design submissions, there may be future opportunities for selected firms to help us discern and evaluate future program functions and components, support additional research as well as evaluation and learning.

Q – Can I apply to this Request for Qualifications even if I am already funded by RWJF?

A – Yes, applicants that have other active RWJF grants or contracts may apply.

Q – If we are not chosen for a Phase Two contract, will we still be eligible for other RWJF grants and contracts?

A – Yes, interested applicants may apply for other RWJF funding opportunities.

Q – Can multiple organizations submit a joint proposal?

A – Yes, multiple organizations may submit a joint proposal. You will need to identify one project director and the lead organization that will receive the contract.

Q – Can a proposal list multiple project managers?

A – Yes, up to two co-project managers may be proposed.

Q – Are references required?

 A – Contact information for three past/current clients are required.

Q – Are examples/case studies of previous work required?

A – Examples or case studies are not required; however, applicants are encouraged to provide up to three.

Q – Will I receive specific comments on my proposal after a decision is made?

A – RWJF does not provide individual critiques of or comments on proposals not selected for funding. General feedback is usually provided in the turndown letters.

Q – How can I find out more about RWJF and its initiatives?
A – Please visit the Foundation's **Website**, for more information about funding opportunities, interest areas, lessons learned from past grants and contracts and other information related to the mission and work of RWJF.

Click here to sign up to receive future RWJF program mailings, including future funding alerts.

Q – How can I find out more information about current Human Capital program investments?

A –There are 10 Human Capital programs that are scheduled to sunset as part of a strategic realignment to better support the new Culture of Health vision and overall RWJF strategic direction. Click here for more information about each program.

Section 2. Questions about the Design

Q - Are there any alternatives available if I want to contract for Phase Two work but do not want to transfer ownership of the intellectual property developed under the contract to the Foundation? Added 6/12/2014

A - Our preference is to own the intellectual property developed under contracts for Phase Two work. However, we are open to arrangements under which the contractor retains ownership of the intellectual

property but provides the Foundation a nonexclusive, irrevocable, perpetual, royalty-free license to use the materials produced and/or submitted under the contract. This scope of the license granted to the Foundation must include the right to reproduce, publish, republish, summarize, create derivative works from, excerpt or otherwise use and license to others to use all such materials produced and/or submitted under a contract for Phase Two work.

Designs submitted under a Phase Two contract may not include design elements which require the Foundation to purchase additional materials from the contractor or its affiliates in order to implement any such design elements. Individuals or organizations with previously developed curriculum or other materials which it would like the Foundation to consider purchasing or licensing to include in its new Human Capital programs should not submit a proposal for the request for qualifications. Instead, such individuals or organizations should contact humancapitaldesign@rwjf.org.

Q – What is the difference between "Phase One" and "Phase Two?"

A – Phase One is the Request for Qualifications (RFQ) phase, in which applicants may submit a brief (5 page) proposal – describing their qualifications for the scope of work proposed.

Phase Two is the contract phase, in which a select number of applicants (from Phase One) will enter into a contract with RWJF to develop and submit their respective designs for one or more of the new programs and/or one or more design considerations outlined in the Request for Qualifications.

Q – Does RWJF recommend any preferred methods or approaches to program development?

A – No. However, given the variability of programs and foci, we expect a mixed-method approach to work best.

As indicated in the Request for Qualifications (RFQ), we envision that the next generation of leadership programs will help create a culture of health in the U.S. Please refer to the RWJF Human Capital Principles **here**.

Q – Will a site based approach be considered if it differs from what RWJF has done in the past?

A – As mentioned in the RFQ, the new programs will likely not use a site based approach.

Q – Do I have to incorporate all six principles and every design consideration for each program I propose to design?

A – No. The RFQ instructions state that you may "choose one or more of the following options."

Q – If I do not advance passed the Phase One (applicant) phase, do I still maintain rights to the designs/ideas proposed?

A – Yes; you may maintain rights to the ideas/programs proposed in Phase One (Request for Qualifications). Only applicants who advance to Phase Two (contract phase) will be required to enter into a contract with RWJF transferring ownership of or licensing the designs submitted to RWJF.

Q – If I advance to Phase Two (contract phase) but my proposed design(s) are not selected for RWJF use, can I still maintain rights to my proposed designs?

A – No. Applicants who advance to Phase Two will be required to enter into a contract with RWJF. Any designs submitted to RWJF will become the intellectual property of RWJF; therefore, you will forfeit all rights to any design submitted to RWJF.

Q- Will RWJF implement the designs as submitted by those contractors selected for Phase Two?

A – RWJF does not anticipate implementing any one design in its entirety. Instead, RWJF will review the designs submitted in Phase Two, solicit feedback from the field including, but not limited to, suggestions about ways to combine components, benefits and shortcomings of different design components and combine elements of the designs, from all of the selected contractors, when finalizing the four programs. After RWJF finalizes the program designs, we anticipate soliciting proposals from external entities to manage the new programs.

Q – If my organization is selected to submit a design for Phase Two, is the organization prohibited from submitting a proposal to manage one or more of the new programs?

A – No. RWJF will solicit proposals from external entities to manage the new programs. The organization(s) will be selected on a competitive basis. Given the extent of change to the submitted designs likely as a result of post-deliverable review and revision, we do not see that the selected contractors will hold undue advantage relative to selection of external entities to run the new programs.

Section 3. Questions about the Budget

Q – Do I need to submit a budget?

A – Yes. See instructions in the MyRWJF.org system.

Q – Can we charge indirect costs for the project?

A – No, Indirect Costs are not allowed.

Q – How much funding is available for contracts?
A - Up to $1.6 million is authorized for contracts funded under this RFQ. Our goal is to obtain at least three to four designs for each program and at least two strategies for integrating the design considerations into the programs. Individual contract amounts will vary depending on the scope of the work proposed. The scope of work and budget submitted as part of the RFQ are subject to negotiation.

Q – Is there a limit on the amount of the total award (i.e., a certain percentage/proportion) that can be applied toward subcontractors?

A – No. RWJF expects that you will responsibly select subcontractors who are capable of efficiently completing the tasks and activities necessary to complete this project.

Q – Should we include communications and/or program branding as part of our proposed budget?

A – No. Communications and brand strategy may become part of a future effort. However, applicants may submit suggestions for program names (pending their overall design strategy).