Request for Applications

Mobile App Innovation in Adult Education and Workforce Training Programs

The Mayor's Fund for Philadelphia and the City of Philadelphia's Office of Workforce Development are pleased to announce a grant opportunity to support the use of award-winning <u>Android only</u> mobile learning apps for adults in formal and informal training and learning settings. Proposals are due by August 1st, 2019 at 5pm EST. The Mayor's Fund for Philadelphia (the Fund) will serve as the fiscal administrator for this opportunity and any resulting awards will be made via an agreement between the Fund and the grantee.

Overview of Adult Literacy XPRIZE Competition

The award-winning adult literacy mobile apps <u>for Android phones</u> are the result of the Adult Literacy XPRIZE competition. The *Barbara Bush Foundation Adult Literacy XPRIZE,* presented by the Dollar General Literacy Foundation, is a global competition challenging teams of experts to develop effective and engaging mobile apps. Beginning on page three of this document is **a link to more detailed information about the award-winning Adult Literacy XPRIZE mobile apps.** When accessing the XPRIZE mobile apps, you will use **a Referral Code of 5544.** The Referral Code enables any person or organization to access the mobile apps on Google Play for free. After the XPRIZE competition ends next year, the cost of the mobile apps is determined by each app individually.

Background

The United States and the City of Philadelphia have a large population of adult residents lacking skills for the 21st century economy. As the digital age evolves more rapidly, it is important to investigate accessible and scalable lifelong learning tools. Adults need to enter and stay in the workforce, care for children or parents, read medical directions and more. ***Adult education providers and practitioners, libraries, community-based organizations, and workforce training programs are encouraged to apply.*** This grant opportunity is an incentive to use the Adult Literacy X Prize mobile apps, innovate and provide feedback to several City departments related to the following goals:

- Determine the interest level and capacity among practitioners to use XPRIZE finalist mobile apps
- Collect insights about mobile app effectiveness and engagement directly from professionals, volunteers and learners involved in job training and adult education programs.

Overview of Grant Opportunity

The Office of Workforce Development will consider proposals that meet the following guidelines:

- Proposals should reflect individuals or organizations with easy access to pre-apprentices or adult learners who will use mobile apps SEPTEMBER to DECEMBER 2019.
- Grant requests should be between $1,500 and $5,000 and be aligned with an existing program
- Collaboration is encouraged and maximum grant amounts of $12,000 if multiple organizations submit a proposal together to maximize positive impact and outcomes

- Grants are a one-time opportunity open to organizations or individuals in Philadelphia
- Grantees must agree to a mid-point meeting or conference call AND an end-of-grant report summary of challenges, opportunities, learner experience and more as needed.
- Grantees will collect and share a few mutually-agreed upon data points related to learner engagement with the mobile apps
- Grantees without a 501(c)3 status may need another fiscal sponsor or evidence of capacity to manage the grant adequately.

Application Timeline

July 25, 2019 - 4 PM	Public Information Session at Office of Adult Education, 1500 JFK Boulevard Suite #1412 Philadelphia PA 19102
August 1, 2019	APPLICATIONS due by 5 pm
August 16, 2019	GRANTS announced
September-December 2019	Proposals implemented, mobile apps in use
November 2019	Mid-Point Check in with ALL GRANTEES – meeting or call
February 1,2020	Summary reports due

Application Format

Any questions about the application should be emailed to mayorsfund@phila.gov and Anne Gemmell anne.gemmell@phila.gov. Applications must be submitted by August 1, 2019 in PDF format, no more than three pages.

I.   Introduction – Explain an overview of who you are and how this grant could support your organizational or program goals.
II.   Project Summary – Explain what you would work to accomplish with the mobile apps and how you plan to use the grant funds, if awarded. How will you measure success?
III.   Timeline – Describe the timeline for mobile app investigation by the applicant and learner use from August to January 2019.
IV.   Sustainability - Describe how you envision including instructional technology, such as effective mobile apps, even after this grant period ends.

BARBARA BUSH FOUNDATION
ADULT LITERACY ✕PRIZE®
PRESENTED BY
DOLLAR GENERAL
LITERACY FOUNDATION

COMMUNITIES
COMPETITION

Communities Competition Referral Codes and URLs

Thank you for competing in the Adult Literacy XPRIZE Communities Competition!

The Referral Code for Team Philadelphia Freedom is:

<div align="center">5544</div>

This Referral Code will provide your learners with access to the Adult Literacy XPRIZE apps and, **very importantly**, ensure that XPRIZE is able to track which downloads belong to *your* community.

PLEASE READ THIS DOCUMENT CAREFULLY TO ENSURE YOU HAVE CLARITY ON HOW TO USE THIS REFERRAL CODE.

DIGITAL DISTRIBUTION

You can distribute the apps to learners digitally either by providing them with a unique URL that will direct them to the app on Google Play or embedding that URL in your digital marketing materials, emails, QR codes, marketing and social media campaigns, and other digital channels.

In most cases, following this unique URL will automatically populate the downloaded app with your community's Referral Code, allowing learners to skip that step. In cases where the referral code is not automatically populated in the app, learners will need to enter the four digits of your community's Referral Code in the app (see "Entering Your Referral Code" section further below).

You can choose to distribute ANY ONE OR MORE of the four qualified apps. Just provide your learners with the appropriate URLs and place them in your marketing tools. Note that multiple downloads by one learner do not count multiple times. Each individual learner will be counted once and will be considered a "user" once that learner has accessed any of the downloaded apps at least once on three separate days.

Learning Upgrade	https://abc.xprize.org/lu5544
Amrita Learning	https://abc.xprize.org/ac5544
Cell-Ed	https://abc.xprize.org/ce5544
Codex	https://abc.xprize.org/pw5544

The two letters before your 4-digit community Referral Code in the URLs above identify the app.
LU - Learning Upgrade
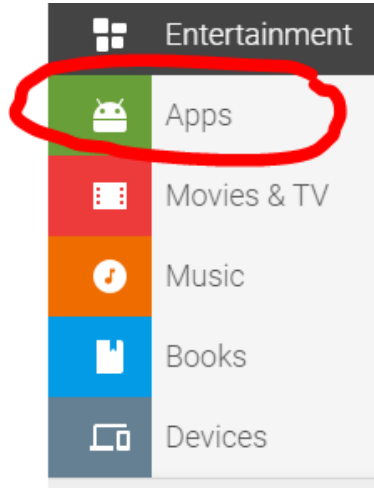AC - Amrita Learning
CE - Cell-Ed
PW - Codex

Meanwhile, the 4-digit Referral Code is what will automatically populate the appropriate field in the downloaded app.

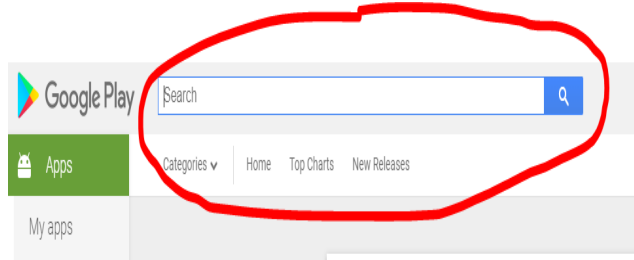**DOWNLOADING APPS DIRECTLY FROM GOOGLE PLAY**

While some communities and learners may find digital distribution of the apps easier, in many cases learners will need to download the app by searching for it in Google Play or will need to enter the Referral Code in the downloaded app either way.

If you will be doing manual installation with your learners, you can follow the instructions below:
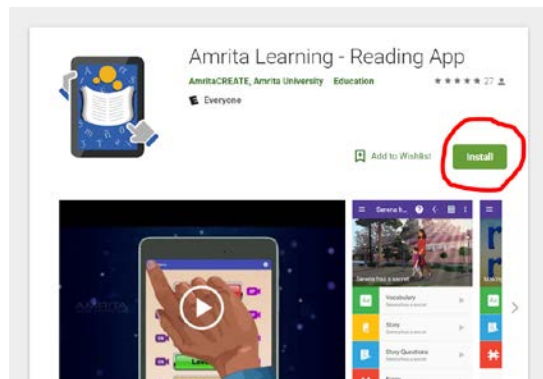
1. On your mobile device, visit the Google Play Store at https://play.google.com/store
2. Click the green "App" tab on the left side menu. You'll see an android icon

3. In the search bar type in the name of the app you want to download

4. Click the green "Install" button and follow the prompts.

5. To help you locate the apps be sure to have the correct app name and look for the proper icon.

App Logos and Names:

Learning Upgrade

Cell-Ed

Amrita Learning

Codex

ENTERING YOUR REFERRAL CODE

The first time a learner opens any one of the apps, s/he will need to enter your community's Referral Code in order to count as one of your team's downloads. Each app has its own slightly unique interface, so we encourage you to try it out yourself so that you feel comfortable helping others.

Below are screenshots of what the page to enter your referral code looks like for each app and app guides. You can also visit the teams' websites (provided below) for additional instructions.

Learning Upgrade
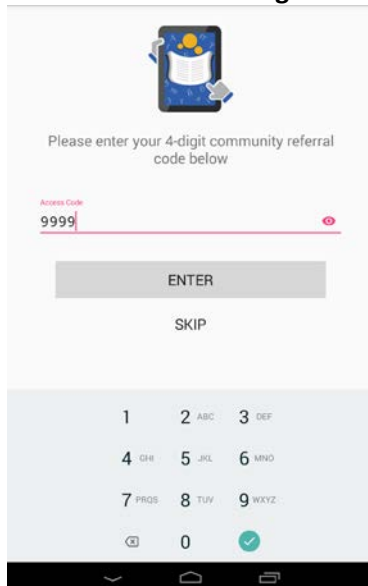

Cell-Ed

Learning Upgrade App Guide

Or Contact
Drew Robinson
info@learningupgrade.com
(800) 998-8864

Cell-Ed App Guide

Or Visit
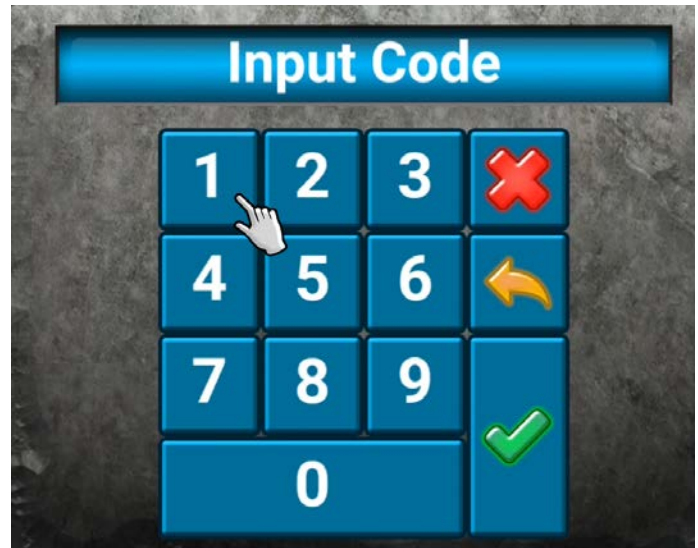https://www.cell-ed.com/xprize-communities-competition/

Amrita Learning

Codex

Contact
Kathryn Devenport and Rita Sutcliffe
AmritaAppHelp@gmail.com

Contact
Dr. Tony Cuevas
acuevas@smu.edu
214-768-4848

Or Visit
https://www.amrita.edu/research/project/amrita-learning-app-made-adult-learners

Or Visit
https://www.smu.edu/simmons/aboutus/xprize/ccpilot

WHO TO CONTACT IF YOU HAVE QUESTIONS?

Contact us at adult.literacy@xprize.org if you have any questions about the competition. If you run into technical difficulties or have questions about the apps themselves, you can contact the app developers directly.

Thank you and Good Luck!

The Adult Literacy XPRIZE Team