

Request for Qualifications Proposal Charles Young Community Center

Dr. Shambra Mulder, Owner, Professional Life Coach, L.L.C. submits the following bid to participate, coordinate and partner with the following services in response to RFP #14-2012. Professional Life Coach, L.L.C. is focused on providing high-quality services, training, and coaching opportunities related to one's personal, business, and professional lives. This bid proposal is submitted in achieving the maximum of the goals set and objective outlined in the RFQ. We aim to build on existing community-directed programs that exist in the East End area and/that will be housed in the Charles Young Community Center.

I. PETITIONER PROFILE (Demonstrate organization and/or program's service delivery methods & managerial efficiencies) 10 points

Dr. Shambra Mulder is the Owner of Professional Life Coach, L.L.C. incorporated in 2009 and the Organizing Director of Educational Resource for Parents, Inc. a nonprofit organization created in 2003. She recently moved back to Lexington in 2010. She has been a certified school psychologist in the public schools and she recently earned her PhD in Educational Psychology from the University of Kentucky. Dr. Mulder is currently employed as an Assistant Professor of Kentucky State University within the School of Education. Through this proposal on behalf of Professional Life Coach, L.L.C, Dr. Mulder will offer her professional services, educational accomplishments, managerial skills and community programming ideas/experiences to the residents surrounding the Charles Young Community Center. Dr. Mulder currently serves in a leadership capacity in many community service organizations and local churches. She is the Education Chair for the

National Association for the Advancement of Colored People (NAACP) for the state of Kentucky, a charter officer of the National Pan-Hellenic Council (NPHC) of Lexington, and Secretary of Eta Epsilon Sigma, Sigma Gamma Rho Sorority, Inc. Lexington graduate chapter. Dr. Mulder recently applied for the 2012-2013 class of the Greater Lexington Chamber of Commerce-Leadership Lexington program on behalf of the NAACP to participate in more leadership roles in the city of Lexington.

Professional Life Coach, L.L.C. will partner with other community-driven organizations to provide the services outlined in this proposal. Some of those organizations are the NAACP, NPHC Lexington, University of Kentucky, Urban League of Lexington, local churches, and other organizations that offer services that are consistent with this proposal and the needs of the community. Most importantly, we intend to partner with the East End Neighborhood Association and the William Wells Brown Community Center. With the two working in conjunction with each others, East End will (again) be the flagship of Lexington where economical, recreational and educational opportunities will begin to flourish.

II. CORE VALUES (Ensure the positive values & goals of the neighborhood are reflected in future building activities) 35 points.

According to the East End Lexington Small Area Plan, the Charles Young Community Center is located in the East End Neighborhood which is the home of a diverse population with a rich cultural history. The demographics of the East End neighborhood include 72% African Americans, households mostly headed by females (36%), and have children mostly under 18 years of age (33%). More importantly, many of the residents have household income (\$14,570) that is significantly below the median income for Lexington (\$39,913) which places 47% of the

residents' income falling below the poverty line. Poverty affects a person's thinking, social behavior, educational opportunities, and economic outlook. The planning team for the East End Lexington Small Area Plan established set goals designed to serve the social and economic needs of the community while improving the quality of life. Professional Life Coach, L.L.C. proposes that the Charles Young Community Center "The Center" become the **Charles Young Community Center – Health & Wellness Center** or the **Charles Young Health & Wellness Center** to document its commitment to improving the quality of life for the residents of the East End community. The proposed services and programs (**Shown in Attachment 1**) intend to help the residents in the following seven areas of wellness (physical, emotional, environmental, social, occupational, spiritual, and intellectual/academic) as they strive to live better daily lives. The seven wellness areas will be presented individual; however, they overlap to create a holistic vision for the **Charles Young Community Center-Health & Wellness Center**.

- 1. Physical Wellness** involves a variety of services that encourage healthy behaviors such as exercise, proper nutrition, and preventive health behaviors related to conditions and diseases that affect the community. Services that address Physical Wellness will also likely enhance the quantity and quality of life of the residents of the community. Some of the proposed activities include weight loss programs and a community garden to supply fresh foods (and to be sold at the East End Community Farmers Market sponsored by the Community Ventures Corporation) to the residents to aid residents in preventive health behaviors related to obesity, diabetes, heart disease, and hypertension.
- 2. Emotional Wellness** involves helping residents realize the effects of optimism, positive motivation, self-esteem, self-confidence, and the overall ability to manage

stress and control their emotions. The proposed services offered in “The Center” to address Emotional Wellness will provide residents the tools needed to be a positive outlet and give support system for each other. Some of the activities that lead to better emotional wellness include group and individual life coaching sessions, access mental health providers to offer services, and help residents deal with everyday stressors.

- 3. Environmental Wellness** involves the awareness of the benefits of the community land and environment and how it affects residents’ overall wellbeing or dimensions of wellness (physical, emotional, and social wellness). The proposed services encourage the residents to be responsible to protect their community land and environment. One of the activities include a “Community Garden” on the green space that can be created, maintained, and supervised by the residents (hopefully, the food could be distributed the community residents).
- 4. Social Wellness** is your ability to have healthy personal and professional relationships that are mutually beneficial for all involved. The services offered in “The Center” may address communication skills, building support networks, group skills, and respect for others. Some of the activities include creating a “Community Talent Show where residents could display their talents. In addition, partnering with the Lyric Theatre to bring local and national talent to the area (possibly as a fundraiser for “The Center”).
- 5. Occupational Wellness** involves preparing, assisting, and encouraging residents to use their gifts, talents, and skills to gain better career/occupational options. The services proposed will lead to better job satisfaction and will help residents open their

- career options. More specifically, the following is proposed: Workforce Development Programs to help residents gain work skills, identifying and assessing career interests, and a re-entry program for ex-prisoners and military personnel.
- 6. Spiritual Wellness** is a person's beliefs, principles, or values that guide one to make healthy choices. It may involve local churches or organized religion but more importantly the services provided will help residents' find purpose in their life. The following is proposed: Workshops related to overcoming addictions, understanding grief, and programs that partner with the local churches.
- 7. Intellectual/Academic** encourages creativity, new and expanded thinking, motivation to obtain formal educational accomplishments, and personal intellectual growth. The services proposed involve fostering the attitude of a life-long learner will help residents of all ages obtain better academic achievement. Many of the activities that lead to intellectual/academic wellness involve educational programming and opportunities for residents of all ages. Some of the activities include pre-kindergarten services, youth afterschool and summer programming, and GED classes.

According to the Charles Young Community Center Redevelopment Task Force Report, the Williams Wells Brown offers a computer lab, fitness room, basketball gymnasium, and community meeting room but its use is limited and restricted by the facility usage policies of the Fayette County Public School. Professional Life Coach, L.L.C. proposes that the Charles Young Community Center – Health & Wellness Center be an “unrestricted” center for community use and guided by the community as it focuses on the seven areas of wellness. Furthermore, the Charles Young Community Center – Health & Wellness Center will support the mission of the East End Community Development Corporation (as outlined in the East End Lexington Small

Area Plan) of enhancing the physical environment, increase the economic vitality, and improve the quality of life of the East End residents by:

- (1) Increasing the median income (through improved education and workforce development programming)
- (2) Improving home ownership (through programming with existing service agencies that support homeowner such as REACH).
- (3) Reducing crime (by offering social alternative, increasing neighborhood pride, and working with city safety officers).
- (4) Growing jobs (supporting goal-setting and work skills programming)
- (5) Reducing drug use (offering drug prevention programming)
- (6) Improving the overall quality of life (by focusing on all 7 areas of wellness)

III. FINANCIAL CAPACITY (Ensure the economic viability of the center through facility usage by an entity capable of maintaining the facility & programs)

15 points

Many of the services proposed will be offered by existing community-directed outreach agencies around the city of Lexington with their own internal funding. The Charles Young Community Center – Health & Wellness Center will attempt to provide the space and facility to offer their services to its community in an effort to make those services easily accessible.

According to the RFQ for the Charles Young Community Center, the operation budget during FY 2008, LFUCG was \$138,185 for personnel, operating and facility costs. Professional Life Coach, L.L.C. strongly proposes that LFUCG continue to commit to an adequate budget for personnel, operation and maintenance for the Charles Young Wellness Center (budget to be determined). Professional Life Coach, L.L.C. offers the following in terms

of key personnel: A Center Director, a Coordinator of Services & Programming, and an Administrative Assistant. The primary responsibilities of the Charles Young Community Center Director will be to provide some programming, facilitate programming with other community-driven organizations, represent “The Center” in various capacities, and provide progress reports to LFUCG, CYCAB, and other government agencies to ensure that the services, facilities, and funding are aligned with the goals outlined in the RFQ. The primary responsibilities of the Charles Young Community Center Coordinator of Services & Programming are to coordinate and facilitate the use of the facility for proposed services and programs. The primary responsibility of the Administrative Assistant is to provide administrative support and ensure timely and efficient communication between one of “The Center’s” most important stakeholders (the residents of East End)

In terms of sustainability, Professional Life Coach, L.L.C., proposes to seek other funding opportunities by working with other agencies. The Director will assist in developing the following two nonprofit organizations to write grants and solicit donations: (1) The East End Community Development Corporation to focus supporting “The Center” programs and (2) The Charles Young Center Foundation to provide college scholarships to residents and possibly support the next phase proposed called the Charles Young Community Center – Educational or the Charles Young Educational Community Center.

IV. REDEVELOPMENT STRATEGY (Describe program/service proposal in the context of service delivery at Charles Young Center) 25 points

A system of surveying and interviewing residents will be created in order to evaluate and recommend services for “The Center”. As used during the creation of the East End Lexington Small Area Plan, a process of “active listening” will be employed to gain input from the

residents of the community about its services and programming. More specifically, anonymous surveys will be created and disseminated (electronically and hard-copy) to the residents and other community members interested in programming at the Charles Young Center. The results of the survey and interviews along with information gathered in quarterly “Community Forums” will be analyzed to determine specific needs of the community and prioritize service activities provided by “The Center”. There will be an ongoing system of feedback that will guide, change, and provide information about possible programming. There will also be an onsite “suggestion box”, and to determine progress of the service activities. Residents will be provided a “monthly newsletter” to describe programs, to include a calendar of events, and an article related to one of the areas of seven areas of wellness outlined in this proposal. “The Center” will also create and maintain a website that can disseminate information to the residents and those outside of the community. Quarterly (if applicable) progress reports will be provided to LFUCB and CYCAB.

In terms of continued funding, it is proposed that a Charles Young Center Foundation be created to be a non-profit organization that accepts donations (money and goods) and applies for grants to offer needed programs. Finally, it is proposed that the community also work to sustain the programs through fundraising activities and volunteering their own talents. For example, a community “swap meet” that involves creating and selling items to donate to “The Center”, purchasing commemorative items to display on the sidewalk, and silent auctions. “The Center” also proposes an East End Festival where vendors could purchase an opportunity to sell their items and provide a donation to the Foundation.

In terms of the East End Lexington Small Area Plan, it is crucial that the East End Community Development Corporation be created to support the programming of the Charles

Young Community Center. The services and activities proposed by Professional Life Coach, L.L.C. align with the goals outlined in the East End Lexington Small Area Plan.

V. PROGRAM OUTCOMES (Demonstrate past performance history in community based programs & services.) 15 points

Professional Life Coach, L.L.C., has offered workshops and services to local community residents, drug recover program participants, and community service agencies. Dr. Mulder, the owner has chaired two youth events entitled “Young Symposium” where over 200 area youth were offered classes and activities related to youth violence, crime prevention, and making healthy choices. Professional Life Coach, L.L.C. has participated in the 2011 Urban League Young Professional L.I.F.T. Conference where over 100 youth were in attendance. We have participated in two panel discussions related to education alongside the Commissioner of Education and Superintendent of the Fayette County Public Schools at the NAACP Conference where over 400 people were in attendance. We have participated in the NPHC Lexington graduate chapter in the Charles Young Center East End Reunion clean-up efforts. Dr. Mulder, the Owner, was the conference hostess of the 2009 Sigma Gamma Rho Sorority, Inc. Regional Conference where over 500 women were in attendance and supported a book drive community service project to support the Family Care Center childcare program and Winburn Middle School. She developed a community-wide “Back-to-School” at her local church that provided school supplies to over 200 children and youth. Finally, Dr. Mulder and Professional Life Coach, L.L.C. has worked with thousands of people of all ages. Professional Life Coach, L.L.C. has recently completed the on-site reviews for certification through the **Kentucky Disadvantaged Business Enterprise (DBE) and Minority and Women Enterprise (MWBE) Program.**