



September 9, 2024

To: San Joaquin Delta College
Attn: Mr. Glenn Aguon, Assistant Director of Procurement and Contract Services
Re: Request for Proposal #2024-RFP-015 - BAFO Cost Proposal

Dear Mr. Aguon,

Thank you for the opportunity to advance our proposal for 2024-RFP-015 ("Mental Health and Wellness Services"). We truly appreciate your continued consideration and are excited about the prospect of collaborating with San Joaquin Delta College to support the mental health and wellness of your student community.

After a thorough review of the attached documents, we have prepared detailed responses, which are included in the following pages. Our goal is to ensure that every aspect of our Best and Final Offer (BAFO) aligns with the needs of your District, and we believe our proposal offers the flexibility, expertise, and value that will make a lasting impact.

Should you need any further clarification or additional information, please don't hesitate to reach out. We are eager to hear your feedback and remain at your disposal for any further discussion.

Sincerely,

Anjali Menon
Chief Executive Officer

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Anjali@tbh.us

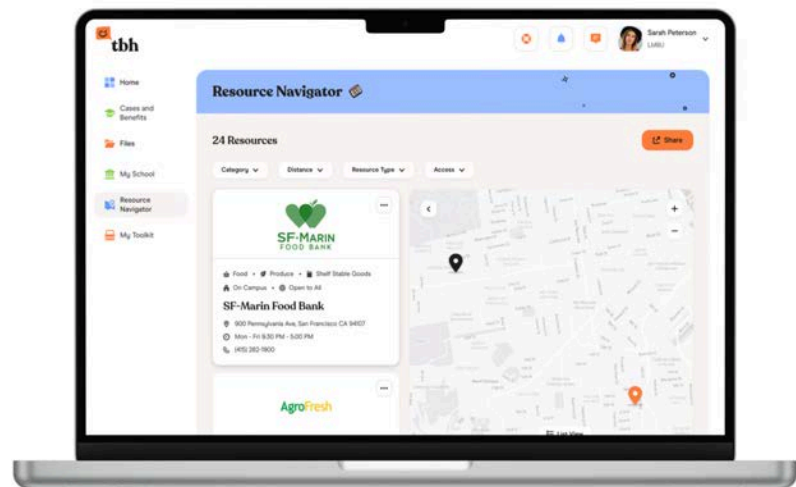
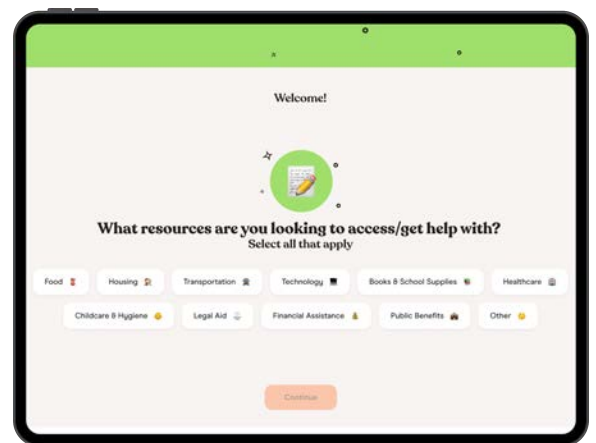
1. Basic Needs Support Services: Based on your understanding of the District's need to provide Basic Needs Support Services. Detail how your firm plans to deliver Basic Needs Support Services for an estimated 20,000 students.

We recognize that issues like homelessness and food insecurity are pressing realities for many students at San Joaquin Delta College. These challenges severely impact their mental, emotional, and physical wellness, academic performance, professional development, and overall success. Addressing these concerns is crucial for ensuring students not just survive, but thrive.

Delta College needs a partner that goes beyond mere promises—one that delivers **tangible, on-the-ground support for its students' basic needs**. Unlike other vendors who repurpose mental health hotlines to handle basic needs concerns and then redirect students back to school staff, TBH distinguishes itself by offering **an unparalleled, state-of-the-art basic needs support platform that provides 24/7/365 assistance**.

Our approach is unique and transformative. We have engineered a platform that seamlessly integrates both basic needs and mental health services, creating a unified, easy-to-navigate space for students. Through our app, students gain ready access to comprehensive emotional, physical, and material well-being support in one cohesive system.

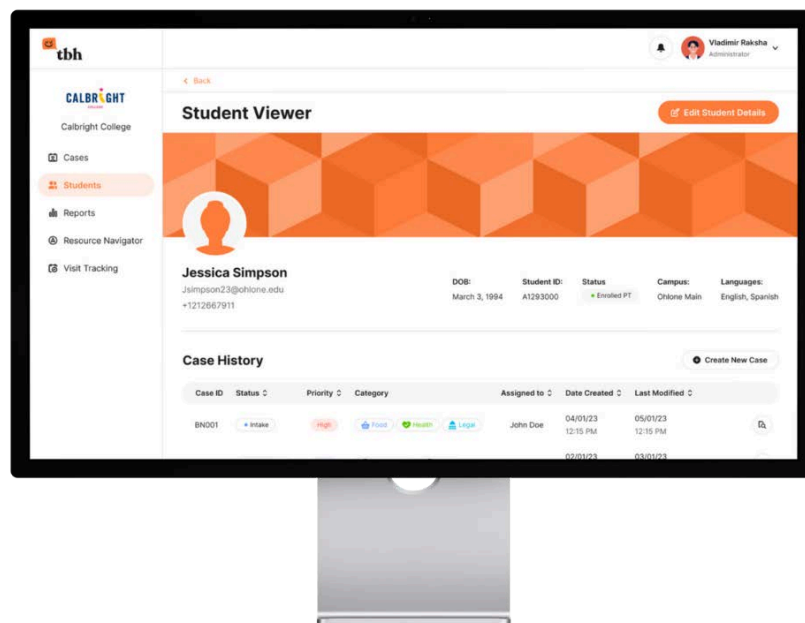
When a Delta student signals a need for basic needs support, **our AI-powered system instantly evaluates their eligibility for various public benefits and resources at the federal, state, and local levels**. This process works similarly to a "TurboTax" for public benefits, allowing students to discover eligible programs within minutes. The simplicity of our platform enables students to **submit applications for multiple programs with just a few clicks**, ensuring they not only access but also maintain these vital resources over time.



Our Resource Navigator interface further adds value by allowing students to **visually explore support services available both on campus and in their community**. By filtering options based on categories of need, eligibility requirements, and location, students can swiftly identify and secure the specific support they require.

Moreover, if Delta chooses to activate this feature, our team of **virtual Resource Navigators offers personalized assistance**. Available for individual consultations, these professionals help students manage their cases, complete applications, and address unique needs. Acting as an extension of Delta's in-person basic needs team, these navigators **provide around-the-clock support, ensuring no student falls through the cracks**.

Finally, TBH also offers a **proprietary case management platform** that allows staff members providing direct student support services to **create cases, maintain detailed case notes, track virtual appointments, and communicate with students**. Our platform facilitates collaboration between Delta stakeholders across different departments or offices, ensuring seamless communication and coordination of care. Additionally, it automates care coordination-related tasks, streamlining the administrative process and providing efficient support for students.



A key feature of the Case Management platform is our **proprietary Data and Reporting Suite**. This powerful tool grants the District team **real-time insights into key metrics of student engagement and the impact of support services**. Staff can track crucial data points such as the number of



students served, student demographics, pantry and clothing closet visits, and emergency aid disbursements. More critically, our system enables quick, intuitive, and **push-button reporting of essential Management Information System (MIS) data**, including the **MIS Form SG23**. This feature not only elevates the accuracy and efficiency of reporting but also **saves the district valuable time and effort**, allowing more focus on delivering quality student support.

In summary, our comprehensive, technology-driven, and human-centric approach ensures that Delta College students receive consistent, reliable, and effective assistance in meeting their basic needs, thereby setting them on a path to success and well-being.

While many vendors promise basic needs support, they often fall short by repurposing existing mental health infrastructure to "check the box," failing to deliver when it's most crucial. Our platform is different. Below is a comprehensive table showcasing **the unparalleled basic needs support services we offer, setting a new industry standard that no other provider can match:**

Feature	TBH	Competitors
AI-Powered Benefit Screener Instantly connects students to federal and state benefit programs they are eligible for within minutes	✓	✗
Virtual Basic Needs Case Managers Virtually assist students with applications, renewals, and special needs. Available around the clock	✓	✗
Dedicated Basic Needs App Enables students to track application status, communicate with district teams, schedule appointments, and connect with resources	✓	✗
Proprietary Case Management Platform Allows district teams to create and track cases, collaborate across departments, document meetings and notes, and issue emergency aid	✓	✗
Data Reporting Suite (including automated MIS reporting) Provides real-time tracking of student engagement, utilization metrics, outcomes, and automated MIS reporting for compliance	✓	✗



2. 24/7/365 Support: Explain how students can access this service through your firm. Is this support separate from 1:1 or group coaching services? Does it include crisis situation support?

TBH is committed to providing seamless, round-the-clock support for students at San Joaquin Delta College. Our 24/7/365 crisis support line ensures that students can access immediate assistance from mental health counselors anytime and anywhere. We are proud to be the only vendor in the market offering video-based crisis calls, enabling students to connect through both audio and video options within minutes.

Students can easily access on-demand crisis support via two convenient methods:

- **Dedicated Hotline Number:** Students can call a hotline number exclusively dedicated to Delta College. A crisis counselor will answer and provide immediate support.
- **Emergency Button on the App:** For those who prefer digital connectivity, our app features a “Talk to someone right now” button. Clicking this button directly connects students to our crisis counseling team, ensuring they receive the same high-quality support as they would via the hotline.

Additionally, we extend our crisis intervention capabilities to Delta faculty and staff. They have the ability to report a student in crisis through our Admin Dashboard. By simply entering the student's information, a member of our crisis support team will promptly reach out to provide necessary assistance.

We emphasize that our crisis support services are distinct from our one-on-one or group coaching offerings. While one-on-one and group coaching are designed for ongoing support, scheduled in advance according to the students' needs, they are not tailored for immediate crisis intervention. These coaching sessions, available on a same-day or future-day basis, help students address pertinent issues they are facing, but are not equipped for the rapid response required during crisis situations.

Crisis situations demand an accelerated pace of support, often within seconds to minutes, and as such, we have dedicated specialized solutions on our platform specifically for these emergencies, as specified above.

However, many students who initially reach out through our crisis support line often choose to continue their wellness journey with scheduled one-on-one or group counseling sessions. This



ensures a continuum of care, enabling them to progress from immediate crisis intervention to sustained, ongoing support tailored to their needs.

Our holistic approach not only addresses urgent crises but also facilitates long-term mental and emotional wellness, ensuring Delta College students have the comprehensive support they need to thrive.

3. In-Person Training for Faculty and Staff: The District requires up to four workshops for staff and faculty skill enhancement, plus additional support in the Spring for our Flex Program. These workshops may be in-person or virtual, depending on the District's preference. How does your firm intend to deliver these training sessions? Do you provide any specific training/workshops based on industry best practices?

At TBH, we understand the pivotal role faculty and staff play in fostering a supportive and nurturing environment for students. With our proven track record of successful sessions at Delta FLEX's program, we are well-equipped and ready to build on that success. We are committed to continuing this momentum by offering impactful and comprehensive in-person and/or virtual training sessions tailored to the District's needs:

- **Customizable Format:** If the District prefers in-person workshops, our experienced trainers will be on site to deliver interactive and engaging sessions at your chosen locations. For maximum flexibility, we also offer virtual workshops using our advanced learning platform, enabling participants to join from any location with ease. Our virtual sessions are designed to be as interactive and engaging as in-person sessions, featuring live Q&A, breakout rooms, and collaborative activities.
- **Scheduling and Coordination:** We will work closely with the District to establish convenient times and dates for the workshops, ensuring alignment with the academic calendar and maximum participation. For the Spring Flex Program, we'll provide tailored support, seamlessly integrating our training into your schedule and objectives.
- **Training Content and Workshops:** All our workshops are designed based on the latest industry best practices, evidence-based research, and proven methodologies. Our goal is to empower faculty and staff with the most effective tools and strategies for supporting students. This includes, but is not limited to:
 - Mental Health First Aid: Equipping faculty and staff with the skills to recognize early signs of mental health issues and provide initial support.
 - Crisis Management and Response: Training on how to effectively manage and respond to crisis situations, ensuring the safety and well-being of all students.

- Supporting Basic Needs: Practical strategies for identifying and addressing students’ basic needs, including food insecurity and homelessness, and navigating resources.
- Inclusive Support Strategies: Creating inclusive environments that recognize and celebrate diversity, supporting students from all backgrounds and identities.
- Additional Customized Training: Based on the District’s specific needs and feedback, we can develop customized training sessions on topics such as stress management, resilience building, and trauma-informed care. We also offer specialized workshops focused on leveraging technology for student support, ensuring that faculty and staff are proficient in using the tools provided by our platform.

Participants in our workshops will receive a robust suite of resource materials, including detailed guides, practical toolkits, and access to our comprehensive online knowledge base for ongoing reference and support. Through engaging, evidence-based training specifically designed for San Joaquin Delta College, TBH is committed to equipping your faculty and staff with the essential skills and knowledge to effectively support and elevate student success.

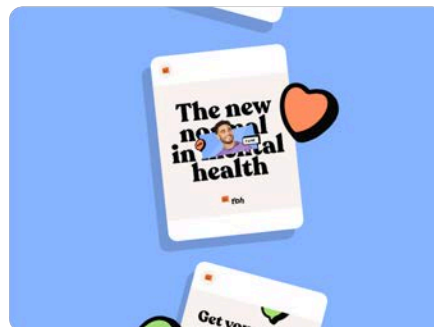
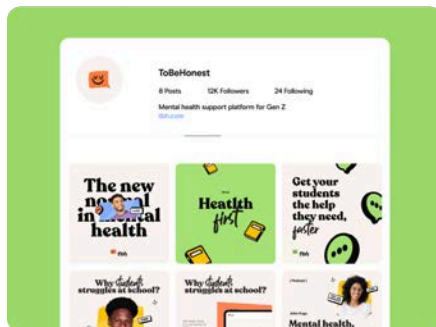
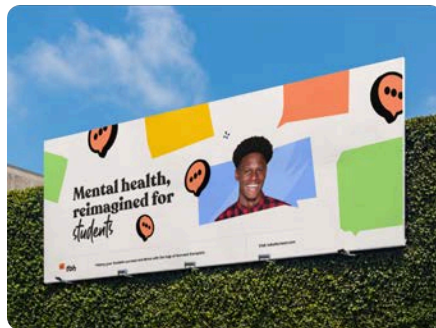
4. Administrative Needs: Describe how your firm can assist with student outreach and marketing support. Please provide examples of past marketing and outreach support. Provide a detailed approach to helping the District with grant support, including experience with finding additional grants for community colleges.

At TBH, we understand the critical importance of effective outreach and communication in ensuring that students are aware of and engage with available support services. Our approach to student outreach and marketing encompasses a multi-channel strategy that leverages a variety of digital and traditional media to maximize reach and impact, including:

- **Comprehensive Campaign Development:**
 - Targeted Messaging: We create custom messaging that resonates with Delta College’s diverse student body, focusing on the specific benefits of our services.
 - Multi-Channel Approach: Our strategy includes social media campaigns, email newsletters, SMS alerts, campus digital signage, and physical flyers/posters to ensure we reach students wherever they are.
- **Digital Marketing:**



- Social Media Campaigns: Utilizing platforms like Instagram, Facebook, and Twitter to engage students with visually appealing and informative content. This includes promotional videos, infographics, student testimonials, and live Q&A sessions.
- Email Campaigns: Regular newsletters and targeted email blasts to keep students informed about available resources, upcoming events, and success stories.
- SEO and SEM: Optimizing content for search engines and using paid search marketing to drive traffic to our online resources.
- **Event-Based Outreach:**
 - Workshops and Webinars: Hosting informational sessions and webinars that highlight our services and provide students with opportunities to ask questions and interact with our team.
 - Tabling Events: Setting up booths during campus events and orientation sessions to engage students face-to-face, distribute informational materials, and answer queries.
- **Collaborative Initiatives:**
 - Partnership with Student Organizations: Collaborating with student clubs and organizations to promote our services and host co-branded events.
 - Faculty and Staff Involvement: Leveraging faculty and staff as ambassadors who can direct students to our resources and incorporate information about our services into their communications.





We also recognize the importance of securing additional funding to enhance and expand support services. TBH offers a comprehensive grant support service to assist Delta College in identifying, applying for, and managing grants.

Our approach to grant support includes:

- **Grant Research and Identification:**
 - Our dedicated grant support team continuously monitors federal, state, and private sector funding opportunities specific to community colleges.
 - We maintain a database of potential grants, keeping an eye on programs from organizations like the Department of Education, the National Science Foundation, and private foundations focused on education and student support.

- **Grant Writing and Application Support:**
 - We assist in crafting compelling grant proposals by collaboratively working with Delta College to gather relevant data, define project goals, and outline expected outcomes.
 - Our team includes experienced grant writers who ensure proposals are aligned with the specific requirements of each grant opportunity.


- **Project Management:**
 - Once a grant is secured, we offer project management support to ensure compliance with all reporting requirements. This includes preparing progress reports, managing budgets, and tracking milestones.

In summary, TBH offers a robust and comprehensive approach to student outreach and marketing support, ensuring high visibility and engagement with our services. Additionally, our expertise in securing and managing grants provides Delta College with the resources needed to fund and sustain critical student support initiatives.

BEST AND FINAL OFFER COST PROPOSALS 2024-RFP-015

SERVICES			
Total number of Users	20,000	Description of service provided (if there is a limitation to service per student or per year disclose)	5 YEAR AGREEMENT GRAND TOTAL
Student-facing services	One-on-one coaching	Personalized, therapist-led coaching sessions tailored to individual student needs, providing targeted guidance and support for academic and personal development. • Up to 12 per student (combined quota for both one-on-one and group sessions)	TOTAL ██████████)
	Group coaching	Therapist-led coaching sessions that bring students together to share experiences and learn from each other in a supportive group environment. • Up to 12 per student (combined quota for both one-on-one and group sessions)	
	Mobile services/coaching	An accessible hotline that students can text for instant connection to care resources both on- and off-campus, making support readily available through a simple, conversational exchange. • Unlimited	
	Self-guided resources	A comprehensive suite of online tools and materials that empower students to independently navigate and address their mental and emotional well-being. • Unlimited	
	Individual teletherapy	Confidential virtual therapy sessions with licensed professionals, enabling students to receive personalized mental health support from the comfort of their own space. • Up to 10 per student	
	Dual Enrollment Student Services	Specialized support services designed for dual enrollment students to help them balance the demands of high school and college coursework. • Included in above quota	
	Basic Needs Support Services	Comprehensive assistance ensuring students have access to essential resources such as food, housing, and financial aid, fostering overall well-being and academic success. • Unlimited	
	24/7/365 Support Services	Around-the-clock crisis support providing immediate access to mental health counselors via audio or video calls, ensuring students receive timely help whenever they need it. • Unlimited	
Admin-facing services	Data dashboards & Reporting	Real-time, intuitive dashboards and detailed reports that provide actionable insights into student engagement, utilization of services, and overall program effectiveness. • Ongoing	██████████ ██████████ ██████████
	Marketing & Outreach support	Comprehensive promotional strategies, including customized branding and targeted messaging, to effectively inform and encourage student utilization of available support services. • Ongoing	
	Grant support	Expert assistance in identifying, applying for, and managing grants to secure additional funding, ensuring the sustainability and expansion of student support initiatives. • Ongoing	
	Faculty workshops (up to 4/year)	Interactive training sessions designed to enhance faculty and staff skills, focusing on best practices for supporting student mental health and well-being, delivered either in-person or virtually. • Ongoing (up to 4/year)	
	SJDC Flex Spring Training (in person)	Tailored, in-person workshops conducted during the Spring Flex Program, aimed at equipping faculty and staff with the latest tools and strategies to support student success. • Ongoing (during Flex training)	
Supplementary services	SSO Platform integration	Seamless integration with Single Sign-On (SSO) systems, providing students with secure, one-click access to our support services and resources through their existing campus credentials. • Ongoing	
	Digital Platform (Cloud-Based)	A robust, cloud-based platform that ensures 24/7 accessibility, scalability, and security, offering students a comprehensive suite of support services from any device with an internet connection. • Ongoing	

Additional Fees (Provide any additional fees associated with cost table above)	Additional coaching sessions	██████ 0 for 100 sessions	
	Additional therapy sessions	██████ for 100 sessions	
	Basic Needs case management sessions	██████ for 100 sessions	

Signature: 
 Anjali Menon
 Chief Executive Officer
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