



1 Background and Opportunity

Rhino Foods is a family-owned manufacturer of frozen cookie dough products in Burlington, Vermont. Our multilingual workforce spans three shifts and includes employees from nations around the world, with multiple backgrounds and lived experiences.

Through this solicitation, Rhino Foods seeks English as a Second Language services from individuals or organizations to be offered on site to its workforce, which includes employees who speak French, Arabic, Nepali, Swahili, Haitian Creole, and other languages. The majority of employees who would participate in class would be assessed as Basic Users or Lower Beginner or low-intermediate learners or intermediate beginner¹. However, some employees have also been assessed as Absolute Beginners.

English Language Program History

Rhino Foods has offered on-site English language services to employees since 2019. These classes have been offered to employees on first, second, and third shifts in a technology-enabled conference room. Classes have been scheduled to align with shift transitions so employees can attend before their shifts start or at the end of their shifts. *Employees are paid to attend class.* Technology, such as online courses and phone apps, has not been part of the instructional model.

A 2026 internal review showed:

- Greatest demand for English support is on 2nd- and 3rd-shift teams, especially during the 8:30–10:30 p.m. window.
- A priority that English learners and their supervisors agree on is being able to read, understand, and follow standard operating procedures (SOPs) pertinent to the role.
- Another priority they agree on is that employees use English listening and speaking skills to communicate about:
 - Food manufacturing defects
 - Machine malfunctions
 - Status of production during transitions
- There is a missed opportunity to improve English while training new employees on these topics during a 2-day onboarding class, which occurs 2-4 times per month between January and April.

English-language classes have supported production employees for seven years and are widely regarded as essential for safety, quality, and career growth. When the current provider canceled the Spring 2026 cohort on short notice, many active learners—especially recent hires—lost the chance to advance their English skills and had no time or guidance to secure alternative instruction. The experience revealed a single point of failure and underscored how strongly workers depend on company-coordinated training. Rhino Foods is therefore issuing this invitation to bid for cost-effective partners that can deliver uninterrupted English classes, maintain contingency plans for instructor absences, and demonstrate clear, measurable impact on shop-floor communication and operational continuity.

¹ CEFR (Common European Framework of References) A1–A2 or ACTFL (American Council on the Teaching of Foreign Languages) Novice Low to Novice Mid; CEFR high-A2/low B1 or ACTFL Novice High to Intermediate Low

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2 Program Objectives

1. Improve employee communication between team members and supervisors, especially around safety, food safety, and product quality.
2. Support faster job skill acquisition and clearer production-line coordination.
3. Increase employee retention by strengthening English language skills that enable advancement within the company.
4. Provide inclusive support consistent with Rhino Foods' social-impact hiring model.

3 Learner Tiers and Target Volumes

Tier	Typical Status	Target Proficiency	Possible Number of Employees	Prime Shifts	Core Tasks
Beginner (On-Ramp)	Agency temps & new hires	CEFR A0–A2 (Beginner)	15–25	2nd & 3rd	Basic company rules and work procedures; common safety and product quality information; basic defect reporting
Work-Ready Lab	Permanent staff & converts	CEFR B1 ≈ (Intermediate)	12–15	2nd & 3rd	SOP reading, more detailed defect reporting, supervisor dialogue
Day-Shift Boot-Camp†	1st-shift beginners	CEFR A0–A2	6–12	1st	4-week focus on basic rules, procedures, safety, quality

†Run only when there are at least six sign-ups.

4 Scope of Services

1. Curriculum and Delivery

The outline below shows how instruction is currently scheduled, plus several possible new components Rhino Foods hopes to pilot. These details are a point of departure, not a firm requirement; bidders are encouraged to propose alternative formats, such as shorter sessions, blended models, or mobile-first models, that achieve equal or better results with less time on site.

Current evening classes

- Beginner (A1) – Group 1: two 1-hour sessions per week
- Advanced Beginner (A2) – Group 2: two 1-hour sessions per week, 10–12 weeks

These classes are typically 10–12 weeks in duration and run 1–2 times per year as staffing allows. Total number of students in these two sections has been as high as 25.

New possible components to pilot

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- Integration of English learning during 2-day new hire onboarding when employees are learning the company rules around safety, food safety, and quality. (This occurs from 7 am to 3 pm for all new hires, two to four times per month from January to April on Thursdays and Fridays)
- Work-Ready Lab: one 45 to 75-minute session per week focused on SOP and chemical-label reading; *possibly* co-led with team leader aides. Scheduling and duration are flexible, and vendors may suggest lighter or blended options.

Alternative concepts welcome

- Blended or flipped models, such as one in-person class plus guided online work
- High-frequency micro-sessions of 30–45 minutes before or after shifts
- Modular intensives or week-long sprints
- Mobile micro-lessons, pronunciation tools, or vocabulary apps that reduce in-class hours

For every model proposed, please detail the instructional approach, weekly learner time on task, staffing requirements, and pricing.

2. Staffing Reliability and Continuity

- Vendors must explain how they will consistently cover the 8:30–10:30 p.m. window.
- If an in-person instructor cannot be supplied, bidders must detail alternative solutions, such as a hybrid model, live-online instruction with an on-site facilitator, or prerecorded modules plus coached practice, that still ensure learning transfer to the production floor.

3. Assessment, Data, and Reporting

- Use pre- and post-program CEFR- or CASAS-aligned assessments.
- Use Rhino's Attendance and Progress Log in Excel; vendors must update it after every class, including attendance, absences, and brief progress comments.
- Provide midterm progress and end-of-term reports summarizing attendance, learner progress, assessment results, and progress against agreed-upon learning targets.
- Include supervisor feedback on workplace transfer of language skills, where appropriate.

4. Mentorship (optional)

- Offer a 2-hour "Train-the-Mentor" workshop for up to eight peer mentors.

Other:

Rhino will provide all the relevant information and SOPs about food safety, safety, and quality so that the curriculum can be created. Rhino's Learning & Development Manager, a licensed educator, will also be available to collaborate with instructors as needed to maximize curriculum effectiveness.

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5 Required Bid Structure

Bidders must present **at least two and up to three distinct service-and-price packages**, such as Basic, Standard, and Enhanced. For each package, provide:

1. Total program price per session or term (i.e. 10-week) and per learner
2. Breakdown of instruction, preparation, travel, and materials or platform fees
3. Delivery modality and instructor-coverage plan, especially for the 8:30–10:30 p.m. window
4. Contingency measures for instructor absence
5. Expected learning outcomes

Rhino is deliberately **not** stating a budget ceiling; creativity and cost-effectiveness will be weighted in evaluation.

6 Submission format

1. Executive Summary
2. Approach & Alignment with Objectives
3. Package Options (2 – 3) with detailed pricing and service levels
4. Continuity Plan for evening-shift coverage
5. Implementation Timeline (contract → launch)
6. Instructor Certifications; Experience & References
7. Assessment, Data, and Reporting Plan: describe tools, frequency, and formats for attendance tracking, progress/midterm updates, final assessments, and learning target reporting

Appendices may include syllabi samples, marketing collateral, etc.

7 Evaluation Criteria

Weight	Factor
30 %	Alignment with objectives & tiered learner needs
20 %	Staffing reliability & 8:30–10:30 p.m. continuity plan
15 %	Cost-effectiveness across proposed package options
15 %	Assessment rigor & progress report capability
10 %	Relevant experience / client references
10 %	Mentor-support readiness

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8 Timeline

Date	Milestone
31 Aug 2026	ITB issued
10 Sep 2026	Optional vendor Q&A call ²
25 Sep 2026 5:00 p.m. ET Revised: 2 October 2026 5:00 pm EST	Bids due
16 Oct 2026 Rev: 23 Oct 2025	Short-list demos/interviews
6 Nov 2026 Rev: 13 Nov 2026	Vendor selected & notified
18 Nov 2026 Rev: 30 Nov 2026	Contract executed
Dec 2026	Curriculum Planning and Preparation
Jan 2027	Classes launch

9 Submission Instructions

Email a single PDF titled Rhino_EnglishITB_[VendorName].pdf (≤ 15 MB) to:
Jessica Redmond – Learning & Development Manager
jredmond@rhinofoods.com | 802-861-9850
Email subject: Rhino Foods ITB English Class – <vendor name>
Late submissions will not be reviewed.

10 Clarifications

Direct all questions to the contact above; answers will be shared with all vendors after the Q&A session.

Rhino Foods reserves the right to accept or reject any bid, negotiate scope, and award all or part of the contract in the company's best interest.

² Join: <https://teams.microsoft.com/meet/215794996410186?p=mJNF8c4bkrZAY9DCxW>

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