



REQUEST FOR PROPOSALS

Workforce Development Area-12 Outreach & Engagement Services

Workforce Investment Board

Butler ▪ Clermont ▪ Warren

406 Justice Dr., Suite 301
Lebanon, Ohio 45036

ORGANIZATION INTRODUCTION:

The Workforce Investment Board | Butler ▪ Clermont ▪ Warren (also known as the “Area 12 Workforce Board”, “WIBBCW”, or “Board”) is a business-led Board of Directors. The WIBBCW is a public-private partnership, executing specific laws, policies, procedures, and resources to successfully connect the businesses and job seekers of the Area, create self-sufficient taxpayers and contribute to the continuous improvement of the Workforce Area’s economy. We exist because of, and are partially funded through, the work Workforce Innovation and Opportunity Act (WIOA), which was signed into law on July 22, 2014.

In the United States, there are 550 workforce development boards and one-stop career centers. The WIBBCW is designed to bring Elected Officials, Business Leaders, Area Representatives in Employment, Education and Training, Community-Based Partners, Providers and Subject-Matter Experts together. As a Think Tank, this alliance exists to continuously improve the Area’s Workforce System, using the OhioMeansJobs one-stop career centers as the hub of activity to execute solutions that meet employer demands for a skilled workforce, and the workforce needs for independence and dignity through work.

PROJECT OUTLINE:

The Workforce Investment Board of Butler/Clermont/Warren (WIBBCW) is issuing a Request for Proposal to solicit interest from experienced marketing individuals or firms to operate as an Outreach & Engagement Service. This individual/firm will be expected to work with the WIBBCW administration and OhioMeansJobs Center management staff to deliver Outreach and Engagement services. The purpose of this agreement shall be to raise employer and jobseeker awareness of the Area’s three OhioMeansJobs (OMJ) Centers. The intent is for businesses and employers, to recognize the OMJ Centers as “Your Resource for Human Resources!” And for Job Seekers, we want OMJ’s to be seen as the place where “Your Career Starts Here!”.

The success of this project will be determined by increased engagement by the business/ employer, job seeker communities to develop and deliver workforce development solutions and increased resources to underwrite those solutions.

QUESTIONS:

Questions relating to this RFP may be submitted prior to deadline of October 29, 2021.
All questions must be in writing and directed to Becky Ehling at Rebecca.Ehling@jfs.ohio.gov

SCOPE OF WORK:

The RFP seeks an individual or firm to provide the services described below as well as related tasks as may be required to deliver the described services. It is assumed that the successful bidder will research the WIBBCW services, marketing materials, log designs, and on-site graphics to be able to deliver a responsive.

This will be a vendor agreement between the parties. The contract is scheduled to begin January 1, 2022, and end June 30, 2023. The WIBBCW reserves the right to extend this agreement for one additional year at the discretion of WIBBCW and the CEO Consortium. The selected proposer will be paid based upon the hourly rate proposed for each individual task and for the cost of materials and /or printing associated with these tasks.

That tasks to be performed as follows:

- A. Promote awareness of WIBBCW and OMJ/BCW Workforce programs throughout the Butler, Clermont and Warren through:
 - A strategy for Community outreach;
 - Communications campaigns;
 - Identification of key target audiences and tactics for each.
- B. Increase awareness among businesses and jobseekers.
- C. Increase local awareness of job seekers of the program services.
- D. Maintain an accurate list, with contacts of industry, business and employer leadership teams, elected officials and media entities who can benefit from receipt of WIBBCW and OMJ information.
- E. Support an innovative and unified *OhioMeansJobs* brand strategy for the entire WIBBCW Workforce area.
- F. Maintain, enhance or re-design current website, social media, social marketing, and digital marketing for a consistent and unified message.
 - Coordinate with the WIBBCW, the OMJ/Consortium and the WIBBCW Committee Leaders to define the content that will be used to update and align the website (WIBBCW.com and OMJ-BCW.com), social media platforms, other marketing communications that further educate and engage stakeholders in the WIBBCW and OMJs;
 - Create additional marketing communications, as deemed necessary by the Executive Director, or the Executive Director appointee(s).
- G. Use subject matter and content provide by the WIBBCH staff; for the preparation and

delivery of information to stakeholders.

RESPONSIVE PROPOSAL

To be considered responsive, proposal must meet the following minimum criteria:

- A proposal with signature must be received no later than 4pm EST, Friday October 29, 2021. Proposals received after this deadline will not be accepted.
- Providing incomplete or erroneous information could result in disqualification.
- Acceptable proposals will provide a description of how proposer intends to meet or deliver each of the tasks described immediately above.
- This RFP is conditioned upon the availability of federal, state, or local funds which are appropriated or allocated for payment of the proposed services. If, during any stage of this RFP and resulting agreement process, funds are not allocated and available for the proposed services as projected here within, the agreement will terminate concurrent with the notice of reduction/termination of funding. The WIBBCW will notify the Respondents at the earliest possible time if this occurs.
- The WIBBCW reserves the right to award an agreement for one or more of the proposed services; award an agreement for the entire list of proposed services; reject any proposal, or any part thereof; and waive any informality in the proposals.

No costs will be paid to the Respondent to cover the cost of preparing a proposal or procuring the agreement for services or supplies pursuant to this RFP. All materials submitted in response to the RFP will become the property of the WIBBCW and may be returned only at the WIBBCW's option and at the Respondent's expense.

DEMONSTRATED ABILITY TO PERFORM:

When completing the proposal, Proposers must include an analysis and propose a framework for WIBBCW outreach & engagement and in addition to describing how the described tasks will be delivered should also include:

- Proposer's Overall capacity to meet goals
- Proposer's Ability to deliver creative and innovative ideas and solutions
- Proposer's Understanding of the workforce community
- The ability to **provide monthly** reports on tasks accomplished which should accompany their invoices.

PUBLIC RECORD:

Materials received constitute public information as a matter of statutory law and will be made available for public inspection and copying upon request by members of the public

pursuant to Ohio Revised Code (ORC) 149.43. Any portion of the proposal to be held confidential should be marked "PROPRIETARY" in the upper right corner and will not be considered public record if it clearly falls within an exemption enumerated in ORC 149.43. Cost proposal pages of the document shall be considered public information.

POLICIES AND REGULATIONS:

During the proposal process WIBBCW may modify this RFP by the issuance of one or more addenda. Any modification or amendment will be issued as an addendum to the RFP and will become a part of the agreement document. Any addenda issued for this RFP will be posted on the WIBBCW website.

SELECTION CREITERIA:

No changes, modifications, or additions to the proposal may be made after the proposal deadline unless requested by the WIBBCW. Proposals will be evaluated by a Proposal Review Panel comprised of WIBBCW staff, Fiscal Agent, and other preselected reviewers. It is intended to retain the successful proposer pursuant to "Best Value" and "Best Qualified" basis, not sole on the "Lowest Proposal Basis".

The WIBBCW will select the Contractor based on the contents of the proposal and the following criteria:

- 20 Points – Proposed project and approach
- 20 Points – Qualifications and technical ability of the individual/firm
- 20 Points – Similar experience with past projects
- 20 Points – Ability to comply with the proposed schedule
- 20 Points – Cost

During the evaluation process, the WIBBCW may request additional information or clarifications from the proposers. The WIBBCW reserves the right to request oral interview prior to final selection and to reject any and all responses for whatever reason. The WIBBCW also reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the proposal was selected.

No assumption can or shall be made regarding work in responding to this RFP. The WIBBCW will not compensate the bidder for work in preparing their responses or the materials.

RESPONSE FORMAT:

All submittals shall include, at minimum, the following information:

- Include a cover letter summarizing individual's/firm's background, resources, and relevant experience. This letter should also include a cost estimate for the project, and resumes of individuals assigned to this engagement.
- How individual/firm can help WIBBCW achieve our goal of increasing the engagement of area businesses, employers and job seekers.
- Examples of two relevant past projects: Please include a summary describing two relevant projects. These examples should include a brief summary of each project and individual/firm specific involvement in it, as well as links to event websites and any supporting creative or writing collateral.
- Provide list of references and past projects/clients.

DEADLINE AND DELIVERY

Proposals shall be emailed to Becky Ehling at Rebecca.Ehling@jfs.ohio.gov, no later than 4pm EST, Friday October 29, 2021. Proposals received after the deadline will not be accepted. It is the individual/firm proposer's responsibility to ensure that the proposal is properly received by the stated deadline. No allowance will be made or deadline extended for transmission delays or other technical difficulties associated with the electronical submission.

Any questions about the RFQ shall be directed to Becky Ehling, Interim Executive Director at Rebecca.Ehling@jfs.ohio.gov.