



## **Strategic Plan 2012: Marketing & Communications**

### **Request for Proposal (RFP)**

**Summary:** Alliance for Strategic Growth, Inc. (ASG) is an Indiana 501(c)(3) not for profit corporation responsible to provide strategic leadership and oversee workforce services in Eastern Indiana Economic Growth Region 6 (EGR 6).

Customer services are provided through eight WorkOne offices throughout Region 6 which consists of Blackford, Delaware, Fayette, Henry, Jay, Randolph, Rush, Union, and Wayne counties. These customer services are provided by various partnership agencies which make up the WorkOne system.

This Economic Growth Region has been formed by the Indiana Department of Workforce Development (IDWD) who is the cognizant state agency for the WorkOne system in the State of Indiana and has provided the funding for these initiatives.

Please visit the IDWD site at <http://www.in.gov/dwd> to learn more about Economic Growth Region 6 and WorkOne services.

ASG is soliciting proposals from qualified sources for assistance in assessing, developing and implementing an integrated marketing and communications strategy for the Economic Growth Region 6 One-Stop Career Center System, known as WorkOne.

The marketing and communications strategy is intended to function as a framework for all marketing and communications used by the EGR 6 WorkOne system. It will be used to promote awareness and advance the image of the system to the business community, job seekers and the general public. Communications should “tell the story” of the system and how the local system impacts individuals and area businesses. The marketing strategy should be designed to utilize marketing materials and technology to enhance customer service, improve delivery of services, and support goals across the workforce system.

**RFP issue date December 9, 2011**  
**Proposal due date January 23, 2012, 10:00AM EST**

**RFP issued by:** Alliance for Strategic Growth, Inc.

Telephone: 765-282-6400, extension 113  
Fax: 765-282-6411  
E-mail: [tdishman@asgcorp.org](mailto:tdishman@asgcorp.org)  
Contact: Tracy Dishman  
ISSUE DATE: December 9, 2011

Alliance for Strategic Growth, Inc. is an equal opportunity employer and will comply with all applicable nondiscrimination and equal opportunity provisions and laws.

## **I. Background**

WorkOne Centers are one-stop service centers designed to link employers with qualified job seekers. The centers represent a partnership of organizations including state agencies, community colleges, and community based organizations that deliver workforce development services. The EGR 6 system includes eight comprehensive centers located in the Indiana counties of Blackford, Delaware, Fayette, Henry, Jay, Randolph, Rush and Wayne. The local system is part of a network of physical service locations located throughout Indiana with the common brand name WorkOne. This network of physical locations is complemented by a state supported web presence and electronic portal at [www.WorkOneWorks.com](http://www.WorkOneWorks.com)

The local region also maintains a website at [www.Work-One.org](http://www.Work-One.org) that highlights the services available through the local centers and local service system.

Under the policy direction of ASG, the WorkOne System offers job seekers and employers access to a broad range of employment, training, education, and labor market services at convenient locations. The goals are to support business growth by connecting employers to a well-prepared labor force, foster strong work preparation skills and empower job seekers with the information and support they need to make informed decisions about skill and education pathways which will lead to permanent, long-term employment.

Each WorkOne Center provides recruitment, career counseling, outplacement, training and information services to Indiana employers. Indiana WorkOne Centers are committed to developing the workforce in their community by helping employers meet their human resource needs.

For Job Seekers, WorkOne offers a comprehensive array of re-employment services. Each Center maintains a Resource Center where job seekers can avail themselves of computers, fax machines, copiers, and telephones to assist them in their job search. In addition, workshops covering basic computer skills, work readiness, job search techniques, money management, and job club support are delivered at eight locations throughout Region 6.

For individuals qualifying for Workforce Investment Act (WIA) services, additional intensive and training services are available. Intensive services may include individual career counseling and assessment, development of an employment plan, pre-vocational training, and a variety of supportive services to help ensure an individual's success in the program. A variety of training services are also available. These include basic skill training such as ABE/GED and scholarships for occupational training that leads to careers and industry sectors experiencing a demand in the local workforce area. These scholarships can be used at approved educational institutions including community colleges, proprietary training schools and colleges and universities.

Recently, an on-the-job training component has been added whereby employers are provided a monetary incentive to help defray the cost of training and hiring individuals for specific jobs within their company.

The youth population represents the emerging or future workforce for the region served by the WorkOne centers. The goal of the WorkOne Centers is to connect youth ages 16 – 21 to an integrated system of career information and services throughout the region and provide opportunities for connections to the local workforce. For youth qualifying for WIA services, additional training and comprehensive services are available. Services may include individual career counseling and assessment, work experience and job placement activities, tutoring, mentoring, support services and basic skills training such as GED and scholarships for occupational classroom training.

## II. Description of Requested Services

### Scope of Work:

The contractor selected for this project will be expected to carry out the tasks necessary to prepare a comprehensive marketing and communications strategy and implementation timeline. At a minimum the contractor will work with the ASG Director of Marketing to coordinate the scheduling and convening of planning meetings including preparation of agendas, meeting materials, and meeting notes/summaries; facilitate planning meetings; produce planning documents that result from meetings of the committee and document needs, gaps, opportunities and recommendations that result from these planning meetings. Additional oversight will be provided by the Marketing & Communications Committee to the ASG Board of Directors.

The successful bidder will be expected to provide status updates to the Director of Marketing for Alliance for Strategic Growth, Inc.

### Deliverables:

The primary deliverables for this project will include the following studies, results from the studies and the development of a comprehensive marketing and communications strategy based on the information gleaned:

1. **Conduct a study of the marketing & promotion needs** of the region in order to update the current marketing plan.
2. **Conduct a study of WorkOne brand value** in the marketplace to provide understanding that can be applied to the update of the marketing plan.
3. **Conduct a study of available communication channels** to determine which will be most effective in addressing marketing & promotion needs.
4. **Conduct a study of the communications needs** of WorkOne and ASG to assist in updating communication mechanisms.
5. **Conduct a study of available communication channels** to determine which will be most effective in addressing communication needs.
6. **Develop a regional marketing strategy** to include information gained from the needs study, the brand study, and the communication channel study.
7. Ensure that all WorkOne and ASG personnel are able to effectively utilize the established communication mechanisms to effectively and efficiently perform their duties.

### **III. Qualifications of Bidders**

The successful bidder performing project activities must demonstrate the following experience, skills or knowledge:

- Experience designing and managing projects involving multiple agencies and/or stakeholder groups.
- Experience developing marketing plans and marketing, communications and branding strategies.
- Experience in web site development services.
- Knowledge of the one-stop system operations a plus.
- Ability to work under the direction of ASG staff and participate in meetings that accommodate schedules.
- Experience facilitating meetings.
- Ability to present technical information in a clear, concise format for varied audiences.

### **IV. Project Duration**

It is anticipated that an award will be made on or before March 1, 2012. The contract period will include a detailed project plan due by May 1, 2012. It is anticipated that completion of the integrated marketing and communications plan and deliverables will be completed by June 20, 2012 for implementation beginning July 1, 2012. ASG reserves the right to modify the initial contract to include an extension beyond the original project timeframe pending availability of resources and performance of the contractor.

### **V. Project Cost**

Bidders are advised to submit proposals that reflect their best and lowest cost. ASG reserves the right to contract for certain parts of the plan up front and other parts at a later date. Bidders are advised to provide a framework that allows for additional components to be contracted for at a later date. ASG reserves the right to modify the original contract to include additional activities reasonably related to the project, with additional funding to support completion of those activities, pending availability of resources and performance of the contractor. ASG reserves the right to extend delivery time, if the need arises. Bidders must submit a breakdown of costs for the implementation of the strategy.

Bidders should provide cost information, such as hourly and/or daily rates and fees that would support implementation of the marketing strategy. Provide a framework of how services will be charged listing hourly rates, fees for specific services or other methods of fee assessment including an a la carte fee structure, which may be used as a basis for invoicing. A schedule of the delivery of the services should be included with the appropriate alignment of payments due. This should include prices for the following:

- a) Proposed methodology for assessing current marketing activities and for developing a strong value position.
- b) Proposed methodology for assisting in building WorkOne brand awareness and delivering a positive brand experience.
- c) Proposed methodology for assessing current communication channels and for developing an integrated system that supports the utilization of these channels region wide.
- d) Pre/post market research to determine success of the integrated multi channel marketing strategy.
- e) Meeting fees.

## **VI. Submittal of Proposals**

### **Narrative:**

1. Provide who is the single point of contact for vendor communication and all of their contact information.
2. Provide three references including name of company, contact, phone number, email address, and street address.
3. Describe similar contracts you have been awarded, your products produced, and overall experience which makes your firm the best contractor for this work.
4. Provide a proposal for “Deliverables”, section II, page 3.
5. Provide information supporting “Qualification of Bidders”, section III, page 4.
6. Provide a proposal for “Project Cost”, section V, page 4.

### **Contract Period:**

- March 1, 2012 through June 30, 2012. Upon satisfactory performance the contract award(s) may be extended for two additional years.

### **Proposal Requirements:**

- Questions regarding this RFP may be addressed to Tracy Dishman by e-mail at [tdishman@asgcorp.org](mailto:tdishman@asgcorp.org) through January 13, 2012. Questions and Answers will be posted on the company web site at [ASGcorp.org](http://ASGcorp.org) not later than 12:00 noon on January 17, 2012. No other RFP question or clarification sources are recognized.

### **General Instructions:**

1. All proposals must be legibly printed or typed in not less than a 12 pitch font size and be double spaced.
2. Number each page of your proposal 1 of \_\_. One original, bound, signed copy of your proposal and one unbound copy of your proposal must be received at Alliance for Strategic Growth, Inc. no later than 10:00 A.M. EST on Monday, January 23, 2012 to:

#### **For Delivery by U.S. Postal Service:**

Alliance for Strategic Growth, Inc.  
Attn: Marketing & Communications RFP  
122 E. Main Street  
Muncie, Indiana 47305

#### **For Electronic Delivery:**

[sgoodman@asgcorp.org](mailto:sgoodman@asgcorp.org)  
Enter subject line as, “Marketing & Communications RFP”.

#### **For Ground Delivery:**

Alliance for Strategic Growth, Inc.  
Attn: Marketing & Communications RFP  
122 E. Main Street  
Muncie, Indiana 47305

3. Acceptance of late proposals will be at the option of Alliance for Strategic Growth, Inc.
4. FAX proposals will not be accepted.
5. Electronic proposals are acceptable and preferred; however the respondent is responsible to assure it is received and is compatible with Alliance for Strategic Growth, Inc. software.
6. Alliance for Strategic Growth, Inc. staff will review the submitted proposals and determine the contractor(s).
7. Considered proposals may be refined and finalized. Respondents whose proposals are not selected will be notified.

**Review of the Proposal(s):**

- A team from Alliance for Strategic Growth, Inc. will review the proposals and make a recommendation for contracting. Respondents may be asked to attend a meeting on Wednesday, February 1, 2012 to present and/or answer questions about their proposal and should assure their availability. Both the proposal and meeting (if held) will be considered in the selection process. Award decision(s) is expected by 12:00 noon on Friday, February 24, 2012.

**Evaluation Criteria:**

Proposals will be evaluated using the following criteria:

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| 1. Inclusion of required information                               | 10% |
| 2. Cost effectiveness & completion time                            | 55% |
| 3. Prior experience in providing similar services from references. | 35% |

**Conditions of the Proposals:**

1. Alliance for Strategic Growth, Inc. reserves the right to accept or reject any and all proposals submitted, to negotiate with all qualified respondents, or to cancel in whole or in part this RFP if deemed in Alliance for Strategic Growth, Inc.'s best interest to do so.
2. Alliance for Strategic Growth, Inc. may change the provisions of this request at any time before the execution of the contract if Alliance for Strategic Growth, Inc. decides that changes are in its best interest.
3. Vendor understands that submitted proposals become part of Alliance for Strategic Growth, Inc.'s official solicitation file without obligation and may be made available for public inspection under the Freedom of Information Act.
4. Issuance of this Request for Proposal does not commit Alliance for Strategic Growth, Inc. to award a contract or to pay costs associated with proposal preparation.
5. Alliance for Strategic Growth, Inc. will not answer any questions regarding this RFP after the proposal has been issued. Please refer to section "Proposal Requirements" on page 5 of this RFP.

**Complaints:**

Bidders, who are not satisfied with Alliance for Strategic Growth, Inc.'s decision, may file a Regional Level Complaint. That process is described in Alliance for Strategic Growth, Inc.'s Board Grievance Procedures. To access this procedure please contact:

Chief Executive Officer  
Alliance for Strategic Growth, Inc.  
122 E. Main Street  
Muncie, Indiana 47305  
(765) 282-6400, ext 102