

**NORTHEAST
INDIANA
WORKS**



REQUEST FOR PROPOSALS FOR OUTREACH

RFP Issue Date: August 30, 2021
Proposal Due Date: September 21, 2021

Northeast Indiana Works
200 E. Main Street, Suite 910
Fort Wayne, IN 46802

Oversight of Northeast Indiana's 11-county workforce system
Adams | Allen | DeKalb | Grant | Huntington | LaGrange | Noble | Steuben | Wabash | Wells | Whitley

Organization Overview

Northeast Indiana Works (NEINW) is a 501(c)(3) non-profit organization. NEINW is responsible for the oversight and management of northeast Indiana's 11-county workforce system and WorkOne Northeast career centers. The 11 counties include Adams, Allen, DeKalb, Grant, Huntington, LaGrange, Noble, Steuben, Wabash, Wells and Whitley. NEINW operates WorkOne career centers in each county and is responsible for ensuring the quality and efficiency of workforce development services that are provided to both employers and job seekers. Specifically, NEINW helps recruit workers for employers, helps individuals with job search preparation and, and provides access to short-term training for both employers and individuals. NEINW also oversees two youth development programs carried out by SCAN (Stop Child Abuse & Neglect) and Brightpoint, and works closely with adult education providers.

NEINW is involved in leading, facilitating or participating in numerous workforce-related initiatives and sector partnerships, including initiatives to develop talent pipelines, promote or create work-based learning opportunities (including apprenticeships and internships), and creating awareness campaigns to educate students and parents about career options that are available and what steps need to be taken to prepare for those careers.

NEINW, in conjunction with the Indiana Department of Workforce Development (DWD), is a leader in providing labor market information to the media and key stakeholders.

NEINW serves more than 1,500 employers and between 20,000 and 30,000 individuals annually and works in collaboration with numerous entities, including, but not limited to, federal and state governments, local and regional economic development organizations, community service organizations, community foundations, and educational institutions.

Purpose of Proposal

NEINW is seeking a company to provide broad outreach support under a one-year contract that can be reviewed annually up to four additional years for a total of five successive years upon agreement by both parties. It is estimated the first year's contact will be for approximately 9 months, October 2021 to June 30, 2022. The selected company will work with NEINW's Director of Communications to provide outreach support including but not limited to:

- Development of awareness campaign strategies and execution of those campaigns utilizing various media and community platforms.
- Website enhancement including adding/pages, ongoing design and content services, maintenance/security, hosting, and SEO optimization/management.
- Design and content creation for social media posts.
- Television and radio production.
- Analyzing and securing media buys, including print, broadcast and social media.
- Development of print and signage materials.
- Brand creation and logo development.
- Alignment of messaging across all channels.

Requested Agency Information

- Give a brief overview of your agency and a one- to two-sentence description of why you are interested in working with NEINW. Include the DUNS number.
- Summarize agency qualifications and capabilities.
- Provide three examples of successful outcomes in working with clients.
- Provide a description of how your agency differentiates itself from competitors.
- Provide a range of hourly costs for your services.

Evaluation of Proposals

- Hourly cost range. (30 points)
- Agency qualifications and capabilities. (30 points)
- Examples of quality and success of client projects. (30 points)
- How the agency differentiates itself from competitors. (10 points)

Proposal Submission and Timeline

- RFP Issued – August 30
- Questions Submitted By – September 7 by noon
- Submissions Due – September 21
- Agency Notification – by October 1

Questions related to this RFP will only be accepted in writing when submitted to operations@neinworks.org. Questions with corresponding answers will be posted on the neinworks.org website.

Proposals should be emailed to operations@neinworks.org no later than September 21, 2021. Proposals received after this date may not be reviewed.

Bidders have the right to appeal any action or decision related to this RFP. Appeals will be reviewed and investigated by Northeast Indiana Works. Bidders wishing to make a formal appeal must provide, in writing, their specific rationale for the appeal. All written appeals must be submitted to Edmond O'Neal, President & CEO of Northeast Indiana Works, via email to EONeal@NEINWorks.org.

Unless specifically requested by Northeast Indiana Works, changes and/or amendments to the originally submitted proposal may not be considered. In addition, Northeast Indiana Works reserves the right to: (1) amend or withdraw this RFP at any time, (2) reject any and all proposals, and (3) re-issue this RFP if necessary.

The Request for Proposals is not in itself an offer of work nor does it commit Northeast Indiana Works to fund any proposal submitted. NEINW will not be responsible for nor reimburse for any costs incurred in the preparation of the submissions. Northeast Indiana Works reserves the right to make an award to any bidder or to make no awards.