

Northeast Indiana Works
Request for Proposals Q & A

Questions should be submitted to operations@workonene.org no later than 9/7/21.

9/7/21

Question: Opportunity to meet on this RFP? Based on our process of working with clients to best determine the need, how we may be able to help and if we have a good mutual fit, we would need to have at least a couple in person (or zoom) meetings with the decision making team from Northeast Indiana Works in the RFP process. If that is not an option, that is okay and we certainly understand. We just believe that in order for us to be positioned to best help in this discovery process, we would need to have a few meetings along the way.

Answer: It is likely we will not be conducting such meetings prior to making a decision.

Question: Website Platform: I certainly could have missed it, but can you confirm which website platform you are using today and/or if that is something you like to maintain or look to switch / upgrade in the near future?

Answer: WordPress. We recently switched from another platform and do not envision changing the platform in the foreseeable future.

Question: Qualifications and Capabilities: In the evaluation of proposals, a large percentage of the evaluation is on whether the agency has the proper qualifications and capabilities. Would it be possible for you to clarify what makes an agency qualified and capable of doing well in this category/criteria? Additionally, are there objective measures or requirements you are seeking to help compare agency to agency within this criteria other than a potential subjective self-overview / assessment? Concern here is that most if not all submissions to this RFP will share a bias report on their qualifications and capabilities; however, there might be qualifications that can help in the comparison. (i.e. total ad spend under management today, Google Partner Certified Agency, Client Referrals, et.)

Answer: We will consider any information that you deem essential to stating qualifications.

Question: Incumbent: Is there an agency that Northeast Indiana Works is or was working with for these specific marketing and advertising tasks within the past year? Can you share if the incumbent agency is also participating in this opportunity, or if Northeast Indiana Works is seeking a new partner relationship in this endeavor?

Answer: At present, there is no incumbent partner for broad outreach, although we have had a partner for selected tasks. We will not share any information about any existing partner relationship or which agencies are participating in the RFP.

Question: Is this work for Northeast Indiana Works or another brand?

Answer: It is for Northeast Indiana Works. There may be sub-brands for particular initiatives that fall under the Northeast Indiana Works umbrella.

Question: Are you looking for specific proposals for all of the items on the bottom of page two under "Purpose of Proposal" or simply ranges of our costs based on the services?

The RFP states: "Provide a range of hourly costs for your services." Are you wanting our hourly costs per service we offer (ie. creative, strategy) or total for an engagement like this?

Answer: A range of hourly costs based on services.

Question: Do you have a library of video and image assets that have been created in the past 2 years or is the need for new assets part of this?

Answer: We have a limited library that has been built as needed for particular initiatives.

Question: What is the projected budget range for this engagement?

Answer: \$20,000-\$500,000

Question: Is there a maximum number of pages for the proposal submission?

Answer: No.

Question: How does Northeast Indiana Works measure marketing success?

Answer: It could include social media impressions, or participation in a particular program or activity, or interactivity calculations, or educational attainments or talent pipeline increases.

Question: What is the biggest challenge facing Northeast Indiana Works in the next 5 years?

Answer: Growing the brand and increasing the utilization of our services, including recruitment efforts for employers, job search activities with individuals, talent pipeline development, promoting career awareness, and disseminating labor market information.

Question: Does Northeast Indiana Works have any existing vendor/partner relationships that will have to be honored for the new agency partner? If so, who/what?

Answer: There may be one. The nature of it is undecided at the moment.

Question: Could you give us your primary and secondary audience (groups/segments) for Northeast Indiana Works.

Answer: Employers and individuals.

Question: The RFP states that the work can be renewed for up to 5 years, does that mean that there's an RFP process each year or is this annual selection process different?

Answer: There would not be an annual RFP during those five years if both parties agreed to continue their working relationship.

Question: What has been the biggest marketing challenge for Northeast Indiana Works in the past 2 years?

Answer: Brand awareness, particularly involving how our 11 WorkOne Northeast career centers are viewed by the public.

Question: How has COVID-19 changed the way Northeast Indiana Works conducts its business?

Answers: The changes have been fluid and dependent on the trajectory of the virus. We have continued work under several models at different times, including seeing customers by appointment only, closing our WorkOne centers and conducting business virtually, and employing a hybrid model of virtual and in-person.

Question: Is this the incumbent marketing agency receiving this RFP? If not, why?

Answer: At present, there is no incumbent marketing agency for broad outreach.

Question: How many stakeholders are part of the selection and review process?

Answer: An internal committee at Northeast Indiana Works handles the review process and selection.

Question: Could we know who those stakeholders are?

Answer: No

Question: Could we know what other agencies are part of this RFP? If not, could we know what the specialties of the agencies bidding are?

Answer: No

Question: Submissions are due by September 21st, will there also be a F2F/virtual presentation OR will the RFP be awarded based on ONLY the proposal submission.

Answer: Undecided, but likely only on the proposed submission.

Question: What format do you want the proposal submitted in (PDF, PPT, or other?)

Answer: PDF preferred, but PPT is acceptable.

Question: From the outlined outreach support, can you prioritize your top three identified needs?

Answer: Our needs (challenges) will depend on the initiatives undertaken and over time will likely require a broad range of outreach services.

Question: How many agencies are participating in the RFP process?

Answer: The RFP is public; until we get responses, we won't know.

Question: Is your incumbent agency responding to the RFP?

Answer: We have received no submissions yet.

Question: Is there a specified budget?

Answer: No.

Question: Which internal groups will have input in this process and who will be the primary decision-makers?

Answer: An internal committee of Northeast Indiana Works handles the review process and selection.

Question: Why are you looking for an agency partner? What challenges are you looking to overcome?

Answer: We are looking for consistency in our outreach efforts. (Challenges addressed above)

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Question: Are there certain problems that need to be addresses or hurdles NEINW is dealing with right now, that we should address in the proposal?

Answer: Nothing major at the moment.

Question: How has the organization had to adjust to employment/staffing issues because of COVID? (employer staffing issues, diminished workforce participation rate, etc.)

Answer: We have been very fortunate with staffing levels within our organization, but have faced significant challenges in assisting employers who are facing staffing shortages.

Question: The last time we communicated with NEINW was 2019, when the organization was considering a website redesign / rebuild. Did you all end up executing that project or was it put on hold?

Answer: We did end up executing that project, but with any website there is always a need to keep it fresh and/or build in new features.

Question: Does NEINW currently have an agency/vendor working with the Dir of Communication on broad outreach support?

Answer: We do not have a designated agency/vendor working with us on broad outreach support.