



GREATER ECONOMIC VITALITY FOR ALL.
Partnering to prepare and grow the Pierce County
workforce to align it with employer needs.

REQUEST FOR QUALIFICATIONS AND QUOTATIONS (RFQQ)

**WORKFORCE CENTRAL STRATEGIC
COMMUNICATIONS
RFQQ: WFCSC 08.15.18**

Issue Date: August 15, 2018

Submission Date: August 24, 2018; 5:00 PM PST

**WorkForce Central Strategic Communications
RFQQ: WFCSC 08.15.18**

Table of Contents	Page
A. About WorkForce Central	3
B. Request for Qualifications and Quotations	3
C. Scope of Work	3-5
D. Submission Requirements	5
E. Evaluation Criteria	6
F. Limitations	6

**WORKFORCE CENTRAL STRATEGIC COMMUNICATIONS
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A. ABOUT WORKFORCE CENTRAL

WorkForce Central (WFC) contributes to the vitality of Pierce County’s economy by preparing, supporting and expanding its workforce to meet 21st century demands. WFC coordinates the complex network of workforce system partners and informs decisions about market demands, worker availability and training opportunities throughout the county. We work with businesses to grow their capacity and work with community organizations to address socioeconomic barriers to success. By engaging our community partners, we seek to achieve greater economic vitality for all.

B. REQUEST FOR QUALIFICATIONS AND QUOTATIONS

In this Request for Qualification and Quotation, WFC is seeking a qualified individual or organization to assist with its outreach, communications and strategic messaging, and to support these efforts with visual elements including graphics, photos and videos. The successful bidder will also create new pages on the WFC website and be available for troubleshooting and maintenance.

The ideal partner will be able to demonstrate previous work related to workforce development and a familiarity with the workforce development system.

The contract for these services will range from \$75,000.00 to \$90,000.00 for one year.

C. SCOPE OF WORK

The contractor will work closely with the WFC Communications Director and the Executive Leadership team in delivering the scope of work.

1. ADVOCACY – YEAR ROUND

- a. **Middle skills jobs** – Keep the messaging of skilled jobs that don’t require a four-year degree in front of our community.
 - 1. Social media campaign – Winter 2018
 - i. Create graphics for use on social media and in press releases/blog posts highlighting the average wage of various in-demand skilled jobs and the pathways to get there.

- ii. Consult with Communications Director on best outreach and social media strategy to disseminate these communications to our partners, the public and the media.
- b. **Demand sectors** – How do we get local people ready for jobs in the six high-demand sectors in Pierce County? How do we let people know about these opportunities and career pathways?
 - 1. Create new handouts for six demand sectors that use more visuals, colorful statistics and graphics – Winter 2018/Spring 2019
- c. **Online jobs board** – Troubleshoot issues and get ready for launch.
 - 1. Create Google AdWords ad
 - 2. Assist with creation of Facebook ad
 - 3. Coffee sleeve distribution
 - 4. Continued strategizing and support

2. BOLD GOALS – YEAR-ROUND. LAUNCH OUTREACH STRATEGY FALL 2018/WINTER 2018

- a. Work with WorkForce Central to figure out a communications/outreach strategy to get the two bold goals in front of the public and message them in a positive manner that emphasizes what WorkForce Central is doing with its partners to achieve these goals.
 - 1. Review and analyze existing research, procured and/or publicly available
 - 2. Develop robust 2+ year communications strategy with key messages, targeted platform plans, media outreach and partner/community engagement tactics
 - 3. Create tools (video, graphics, presentations, landing pages, etc.) to carry out communications strategy
 - 4. Assist in implementation of strategy

3. TEAM & PARTNERS COMMUNICATION PLAN – YEAR-ROUND

- a. Develop internal communications plan to keep WFC staff, service providers and other first-line partners up-to-date on data, trends and other important policy-level information.

4. COMMUNITY OUTREACH – SUMMER 2018/ SPRING 2019

- a. Develop communications plan and graphics for community forums and events that WorkForce Central may host to increase awareness of our organization and work.

5. UNEMPLOYMENT INSURANCE INITIATIVE – CREATE PLAN BY LATE FALL 2018

- a. How can this initiative be effectively communicated? How can we connect its messaging to the population it needs to reach?
 - 1. Work with Communications Director to develop messaging and outreach strategy to target this population, and a distribution plan to effectively reach this group
 - 2. Consult on most effective ways to package and produce compelling stories to portray this message externally and to the media

6. EXISTING/ONGOING PROJECTS

- a. Quarterly Impact newsletter design and layout.
- b. Monthly employment reports.
 - 1. Update graphics to reflect monthly numbers, trends
 - 2. Redesign of graphics and overall look of the employment report to make it feel fresh and new – Winter 2018/Spring 2019

7. MISCELLANEOUS WEBSITE ADDITIONS/MAINTENANCE

- a. Pierce County Construction Partnership/Career Day website – Spring 2019.
- b. Replicate the Career Day and Pierce County Construction Partnership websites, currently located at buildingyourcareer.org, as WordPress pages on our website.
- c. Other website work as needed.
 - 1. Allowance to design and publish 2-3 new website pages, depending on what projects are launching
 - 2. Ongoing security updates and troubleshooting support

8. OTHER STRATEGIC CONSULTING AS NEEDED

- a. Consult with Communications Director on other messaging needs as they arise, to include social media and outreach strategy, creation of graphics and visuals, and shooting and editing photos and video.

D. SUBMISSION REQUIREMENTS

All proposals must be submitted electronically as a single PDF document to procurement@workforce-central.org no later than **Friday, August 24, 2018 at 5:00 pm PST**.

Scope of work items 1-7 must be included in the proposal of no more than five (5) pages. Each response must contain the following:

1. Name and contact information of bidder including website and social networking sites, if applicable
2. Experience in communication strategy; include number of years, type of clients, and examples of communication plans developed
3. Familiarity with workforce development with a brief narrative to elaborate experience in workforce development works
4. Other special knowledge, skills, abilities and/or relevant information
5. Estimated project cost or hourly rate for this type or project
6. Collateral materials and/or references

E. EVALUATION CRITERIA

All submissions will be evaluated based on:

1. Number of years of experience in research field
2. Experience with the type of project specified in the Scope of Work
3. Proven capacity to deliver the project requirements on time and on budget
4. References submitted

F. LIMITATIONS

This communication strategy work will be funded with Workforce Innovation and Opportunities Act (WIOA) funds. Therefore, any changes in WIOA regulations and guidance, funding level or board direction may result in a change in this project. In such instances, WFC will not be held liable for what is in the bidder's proposal or this RFQQ.