



REQUEST FOR PROPOSALS: PUBLIC RELATIONS & COMMUNICATIONS SERVICES

SECTION 1: CONTACTS & IMPORTANT DATES

Contact

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Timetable

- A. **Request for proposals release date:** Wednesday, July 5, 2017
- B. **Deadline for submitting proposals:** Tuesday, July 25, 2017 by 5 PM EST

Delivery Method for submitting proposals: E-mail bids to Lindsay.white@win-semich.org. In email subject line, please include: "Proposal for WIN apprenticeship PR and outreach services"

Deadline for questions: Friday, July 14 by 5PM EST

Method for submitting questions: E-mail questions to Lindsay.white@win-semich.org by 5PM EST on Friday, July 14. In email subject line, please include: "WIN AMCAI/Catalyst Outreach RFP questions submission"

All questions on the RFP that are received by the date specified will be answered on the RFP website by Wednesday, July 19, 2017 at 5PM EST.

- C. **Consultation/partnership timeline:**

There is a need for the development and implementation of strategic long- and short-term marketing campaigns and ongoing communications-related services (detailed in DELIVERABLES, below) over a 1-year period ending on July 31, 2018 with the ability to renew annually through December 31, 2020.

- D. **Contract and Payment Schedule**

Upon receipt of competitive quotes, WIN and its project partners will select a vendor, develop a contract proposal, and set contract terms, including a payment schedule. A monthly invoiced, payment schedule is anticipated. Any services and deliverables executed under this contract will be paid on a reimbursement basis only.

SECTION 2: STATEMENT OF PURPOSE AND BACKGROUND

Statement of Purpose:

The **Workforce Intelligence Network for Southeast Michigan (WIN)** is issuing this request for proposals to outsource communications assistance related to: (a) apprenticeships and (b) training in robotics and automation advanced manufacturing career pathways in the following capacities:

1. Integrated media outreach plan/outline for short- and long-term communications campaigns ranging from one week to one year. The plan should explore how to expend funds (and/or how to raise/augment them) to achieve both employer and worker awareness of available apprenticeship and training opportunities.
2. Press-release management including press release distribution and story placement, as well as developing media lists, providing edits to press releases and story pitches, writing press releases, ensuring placement of stories in relevant publications and media outlets, and other identified/recommended activities. (Estimated cadence of press releases is twice a month.)
3. Consultation on media outreach, with the goal of achieving earned media, and identifying partners and opportunities for outreach outside of conventional media outlets.
4. Social media campaign development, management, and assistance to promote apprenticeship-related research projects, meetings and events, partner training opportunities, and other related activities.
5. Awareness campaign specifically promoting National Apprenticeship Week (late November – exact dates TBA).
6. Assistance with writing well-researched blog posts and newsletter articles for the WIN website and partner websites, which will include interviewing regional and statewide WIN partners with an interest in apprenticeship as well as the latest research and data trends in apprenticeship from WIN’s data team and other national resources (up to 2 per month, between 800-1,500 words).
7. Additional feedback or ideas to effectively promote these items within the identified timeframes.

Communications-related services will be provided on an ongoing, as-needed timeline as well as related to specific timelines determined in pre-planned strategic media campaigns.

Please include in your proposal the rates or a range of rates for each service described above.

Background:

The Advance Michigan Center for Apprenticeship Innovation (AMCAI) is a \$4 million American Apprenticeship Initiative grant recipient tasked with expanding local apprenticeship through statewide innovation. AMCAI covers 24 counties in Southeast Michigan and promotes the overall goal of expanding and enhancing Department of Labor (DOL) Registered Apprenticeships.

Lead by the Southeast Michigan Community Alliance (SEMCA) and Workforce Intelligence Network for Southeast Michigan (WIN), AMCAI is comprised of seven Southeast Michigan community colleges— Henry Ford College (HFC), Jackson College, Oakland Community College (OCC), Lansing Community College, Mid Michigan Community College, Schoolcraft College, and St. Clair County Community College (SC4)—along with many local and regional corporate and workforce and economic development

partners. This partnership of community colleges and other community partners represent AMCAI, which is focused on establishing and expanding apprenticeship programs responsive to the evolving technical needs in the high-demand, new-age automotive and transportation sectors of the advanced manufacturing industry. AMCAI will serve 853 individuals, both new and incumbent workers, with 28% of participants being of underrepresented populations.

Advance Michigan Catalyst (formerly known as the Advance Michigan - Robotics and Advanced Manufacturing Technology Education Collaborative) is a \$6 million, four-year grant from the U.S. Department of Labor's Employment and Training Division that was recently awarded to WIN and its partners to train 900 southeast Michigan workers in robotics and automation related advanced manufacturing. WIN manages Catalyst to align talent with employer and economic development needs in the region in collaboration with the ten community colleges and six Michigan Works! Agencies that encompass the WIN partnership. Catalyst's goal is to use funding to help increase the number of unemployed and underemployed, non-traditional, incumbent and other workers receiving Certified Education Robotic Training (CERT) and other related certifications in the region. This initiative prioritizes a 16-county region encompassing greater Detroit for federal investment from 17 federal departments and agencies. Anchor employers include FANUC Robotics, Rockwell Automation, CISCO, and Lincoln Electric.

Overview of the Workforce Intelligence Network for Southeast Michigan (WIN): The Workforce Intelligence Network for Southeast Michigan (WIN) helps to cultivate a comprehensive and cohesive talent system to ensure employers' success. WIN is a partnership of 10 community colleges and 6 Michigan Works! Agencies in southeast Michigan. WIN's mission is to cultivate a comprehensive and cohesive talent system to ensure employers find the workers they need for success. WIN specializes in fostering collaboration among talent partners, including workforce development, community colleges, four-year postsecondary institutions, K-12 schools, economic development organizations, government, community based organizations, employers, and others.

SECTION 3: SCOPE OF WORK AND DELIVERABLES

Scope of Work:

Under the supervision of WIN's Communications Manager (with support from WIN staff representing AMCAI and Advance Michigan Catalyst), the selected contractor will work to accomplish the following proposed communications-related activities within a fixed budget.

Deliverables:

- Integrated long-term media outreach plan: 6 months to 1 year
 - Work closely with WIN Communications manager and WIN partners to establish goals and budget to develop various media campaign opportunities
 - Provide consultation on media partners with which to work to meet outreach goals
 - Write, edit, and distribute press releases, related articles, commercials and PSAs (will vary depending on media partners that are brought into campaign)
 - Design and implement social media campaign for Facebook, Twitter, and LinkedIn using WIN social media outlets

- Coordinate media opportunities such as radio interviews, television appearances, and interview for publications
- Provide ongoing campaign analytics report throughout the outreach period
- Integrated short-term media outreach plan(s): 1 week to 1 month
Specifically, WIN would like to raise awareness about National Apprenticeship Week in November 2017. Additionally, there may be opportunities to design other similar short-term media outreach campaigns that mimic Apprenticeship Week awareness activities, for example, around occupational clusters targeted by the grants (e.g., information technology, robotics and automation, mechatronics, etc.).
 - Work closely with WIN communications manager and WIN partners to establish goals and budget to develop various media campaign opportunities
 - Provide consultation on media partners to work with to meet outreach goals
 - Write, edit, and distribute press releases, related articles, commercials and PSAs (will vary depending on media partners that are brought into campaign)
 - Design and implement social media campaign for Facebook, Twitter, and LinkedIn using WIN social media outlets
 - Coordinate media opportunities such as radio interviews, television appearances, and interview for publications
 - Provide ongoing campaign analytics report throughout the outreach period
- Two research-based articles each month beginning July 2017 (16 stories total)
 - Each month, conduct interviews with WIN partners (with direction and support of WIN’s communications manager and grant-management staff) to write comprehensive articles sharing regional (southeast Michigan) and statewide (Michigan) perspectives and resources related to apprenticeship.
 - Highlight research (primarily WIN and WIN partner research, but also national and statewide research from credible sources to be discussed) on apprenticeships in writing
- Ongoing: media outreach for events, public meetings, report findings, etc.
 - Create media list for outreach opportunities
 - Write and distribute press release announcing events, meetings, WIN reports, and more
 - Coordinate media opportunities including radio interviews, television appearances, and publication interviews
- Ongoing: Social media campaign development, assistance, and management
 - Develop content for WIN social media promoted (sponsored) campaigns on LinkedIn, Facebook, and Twitter
 - Provide campaign management support and assistance to ensure success in reaching intended audience
 - Provide recommendations (e.g., when/whether to “boost” posts) and analytics throughout social media campaigns

Goal:

The goal of establishing a partnership with WIN and a communications-focused business is to create more awareness of apprenticeships (and high-demand occupations that may benefit from apprenticeships and training) in the region and statewide as they relate to two audiences: potential future apprentices (which may be students, adults, or un/underemployed and incumbent workers)

and employers (those who will work with WIN and partners to develop registered apprenticeships that will be offered through their company).

Although outreach efforts should include all employers considering apprenticeship in the region, some promotional opportunities should focus specifically on apprenticeship and/or training information technology, robotics and automation, and similar occupations. Additionally, all marketing of apprenticeship in the region will direct media, students, employers, potential partners, and other individuals reached by these efforts to visit the apprenticeship website that is currently being built with an anticipated completion date of mid-July 2017.

SECTION 4: PROPOSAL REQUIREMENTS

Proposal Format:

In order for a proposal to receive funding consideration, the application included in this packet must be answered completely. Proposers should take care in following the format of the application. Use narrative and/or include attachments where requested. Adherence to this format is essential since evaluation criteria is based on the structure of the RFP. Failure to follow the requested format could result in the disqualification of your proposal.

Proposals should be prepared as simply as possible and provide a concise description of the bidder's capabilities to produce aforementioned deliverables. The proposal should be no longer than twenty (20) pages total and include the following:

1. Cover page (form included in RFP)
2. Executive summary
3. Methodology
4. Past performance
5. Staffing
6. Proposed timeline with milestones
7. Total project costs
8. Completed bidders signature sheet (form included in RFP)
9. Completed Risk Assessment questionnaire (form included in RFP)

Bid Review Process

The application is a preliminary mechanism used to determine the suitability of a service provider for funding. The review process involves:

A. Preliminary Screening

To be considered for funding you must complete the entire application. Based on your response, an evaluation team will determine whether further consideration of the application is warranted.

B. Follow-up / Fact Finding Documentation

Upon analysis of your completed application and budget, you may be asked by WIN to submit additional information or details to the evaluation team. You may also be asked to provide a presentation or demonstration of your organization's abilities to successfully fulfill the proposal requirements.

C. Evaluation Process

Proposals will be scored using a pre-determined scoring matrix by a formal evaluation committee. Vendors with the top proposals may be asked to participate in an interview or asked to provide further information/clarification. Recommendations from SEMCA/WIN will be made for final approval.

Proposal Content and Evaluation

Based on information submitted, your suitability to deliver service will be rated in the following manner:

- **Methodology: 30 points maximum**

Thirty points maximum is awarded for strategies relating to fulfilling the scope of work. Proposals should demonstrate how vendors will perform all of the services outlined in Section 3, "Scope of Work and Deliverables."

Does the vendor demonstrate a unique approach to the process? Does the vendor propose metrics to determine success? Are a number of milestones identified in the proposal in order to assess progress and spread out payment for services? Is the proposed methodology realistic and reasonable? Does the solution proposed address the entire scope of work and deliverables for the items identified for bid? What will be the format of the final plan? How will the relationship with WIN be managed? Please also include any subcontractors or partners you will be utilizing to support your proposal.

- **Past Performance: 15 points maximum**

Please provide an organizational overview of experience, links to relevant products (past and present) and otherwise demonstrate credentials and capacity to perform the desired work and achieve identified goals. Provide 3 references from past contracts of similar work.

- **Staffing: 25 points maximum**

WIN expects the service provider to have professional staff presently in their employ who have credentials (education and/or experience) and capacity to perform the required services.

Provide a description of the firm, including professional qualifications of the principals involved in administering the project. Do not include the resumes and professional qualifications for individuals who will not be assigned to the project.

1. Provide a list of staff members who will be assigned to the project, including names, titles, phone number, email address, role in the project and their specific experience.
2. Provide a description of completed projects that demonstrate the firm's ability to complete projects of similar scope, size, and purpose. Include information about the firm's ability to complete projects in a timely fashion and within budget.

- **Timeline: 10 points maximum**

Does the proposal meet the timelines specified? Is the time estimated to provide all deliverables reasonable? Are there specific target dates and/or an implementation schedule? Are specific milestones identified in order to evaluate progress? Provide a list of any assumptions made regarding the timeline.

- **Total Cost: 20 points maximum**

Since the basis of the award to service providers is a competitive process, WIN expects to fund the bidder who delivers the best quality of service at the most cost-effective price. Does the cost align with the proposed objectives?

Proposers must submit a 12-month line item budget accounting for the total funding request for any resources, tools, professional development, software subscription, or other expenses. Complete a line item budget for each cost category covered in your proposal. If you are a private-for-profit organization, you must identify the amount of profit that is being charged. Funding may be requested to cover costs in two general categories:

- Administrative costs refer to salaries, wages, fringe benefits and related costs of the overall program management, program coordination, and general administrative functions.
- Program costs refer to all costs not attributed to administrative costs. This can include costs such as travel, registration fees, meeting fees, etc.

Present a budget for the delivery of the services described in this Request for Proposal. This is a fixed cost, reimbursement only project.

Evaluation Scoring

Methodology	30
Past Performance	15
Staffing	25
Timeline	10
Total Cost	20
Total Points	100

Please do not add any additional attachments.

SECTION 5: REQUIRED DOCUMENTS

The three following forms must be completed and submitted with proposals. These forms will not count towards the total page limit.



Workforce Intelligence Network

Cover Page

*Response to
request for proposals for:*

- (1) Integrated, short- and long-term media outreach plans development and implementation*
- (2) Press release management and media outreach consultation*
- (3) Social media campaign development and management*
- (4) High-level blog, article, and content writing for WIN partnership
July 2017-July 2018*

E-mail this cover page and proposal to **Lindsay.White@WINintelligence.org**

Identifying Information

A. _____

Name of Organization

Street Address

City

State/Zip

County

B. _____

Contact Representative and Title

C.

 Phone Number

D. Type of Organization:

- Public School Private Non-Profit Private For-Profit
 Community-Based organization Community College Other (specify) _____

WIN/SEMCA is seeking the services of an organization that is qualified and experienced in providing a comprehensive package of services. For maximum flexibility, continuity and efficiency, WIN/SEMCA may contract with one or with multiple organizations to provide the deliverables as outlined in this Request for Proposal.

Total Cost Reimbursement Budget - Line Item

Complete the line item budget for each cost category. If you are a private-for-profit organization, you must identify the amount of profit that is being charged to WIN/SEMCA.

Present a budget for the delivery of the services described in this Request for Proposal for the potential contract period.

Please include the following items in the proposed budget:

- Administration costs including the administrative individuals to be supported, their titles, total amount of funding for individuals, number of hours to be charged, and how the hourly rate was to be determined. Include a total for administrative salaries and wages charged.
- Staff costs including the individual staff to be supported, their titles, total amount of funding for individuals, number of hours to be charged, and how the hourly rate was determined. Include a total for staff salaries and wages charged.
- Fringe benefits, including but not limited to, FICA, Medical, Retirement, Insurance, Worker's Compensation, and other. Include the dollar amount and % of wages for each category of fringe and how the fringe benefits were determined. Include a total for fringe benefits.
- Project costs for items within the scope of work and deliverables 1, 2, and 3 (or those deliverables selected for bid). This should include individual's items or categories to be supported by DoD OEA funding, the dollar amount requested for each items and the % of budget for each item/category as well as the method of determining this cost. Include a total for all project costs. Please note that the following costs are disallowed in this grant:
 - Construction or build-out costs
 - Instruction of courses
 - Equipment: tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the

lesser of the capitalization level established by the non-federal entity for financial statement purposes, or \$5,000.

- Indirect Costs
- Items or activities completed outside of the grant period (ending July 31, 2017)-This grant cannot pay for subscriptions or equipment past this date, even if purchased prior to the date. Items and services must be delivered prior to end of grant. Bidders may choose to include pricing options for post-grant work, but this work will be contingent upon available funding.
- Total budget amount for potential contract award.

Please describe proposed payment reimbursement periods by time and project milestones.

List any anticipated in-kind or leveraged contributions to this work.

Bidder's Signature Sheet

Please complete this form and return as part of the Request for Proposal.

Bidding under the name of:

Federal Employer Identification Number:

which is (check one of the following):

- Corporation, incorporated under the laws of the State of _____

List all officers and stockholders:

- Assumed Name (Register No. _____)
- Individual
- Partnership

Is any owner, partner, stockholder or employee of the company or institution completing this Request for Proposal associated with or have a family member working with WIN/SEMCA, or an administrative employee of the WIN/SEMCA?

- Yes
- No

If yes, name of company member:

I certify that this proposal is a firm offer to begin Program Year 2017 (July 2017) and that complete and accurate records justifying all expenditures, leaving a clear audit trail to point of origin will be maintained, subject to periodic audit by the Workforce Intelligence Network for Southeast Michigan/Southeast Michigan Community Alliance. I further certify that I have read and understand the specifications preceding this application.

NOTE: This document must be signed by the individual who has signatory authority for the organization under whose sponsorship this proposal has been submitted.

If another individual is authorized to sign contracts as a result of this proposal, indicate:

When payment on such contract is to be directed to the same company at an address different from above, fill in that address:

RISK ASSESSMENT QUESTIONNAIRE

<p>In accordance with Office of Management and Budget (OMB) Title 2 CFR Part 200.331 WIN/SEMCA, is responsible for evaluating its contractors for risk.</p>	<p>Contractor Representative Completing this questionnaire:</p>	<p>(To be completed by WIN/SEMCA)</p>		
<p>Please provide responses to the questions that follow:</p>	<p>Name of Contractor</p>	<p>FEDERAL AWARDING AGENCY</p>		
		<p>GRANT</p>		
		<p>CFDA#</p>		
		<p>RISK ASSESSMENT</p>		
		<p>Comment</p>	<p>Low 1</p>	<p>Medium 2</p>
<p>1. Prior to receiving funding from WIN/SEMCA, had your organization received a federal grant (directly or indirectly) within the past five years? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, when? _____ Description of grant:</p>				
<p>2. Has your organization previously been required to submit to a compliance audit or Single Audit as required by OMB A-133, Title 2 CFR Part 200 or the cognizant agency? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide the single audit. This attachment does not apply to maximum page count. Was the award determined to be a major federal program in the audit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>				
<p>3. Were there any findings resulting from the single audit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>				

<p>4. Does the individual (or team of individuals) with primary responsibility for grant-related financial activities have prior experience with federal grants?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, describe.</p>				
<p>5. Does your organization have written policies and procedures related to internal controls and oversight?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>				
<p>6. Has your organization had new or substantial changes to its operating structure/systems or has new personnel?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>				

OVERALL RATING BASED ON SCORING (6 TO 8 = "LOW", 9 TO 13 = "MEDIUM", OVER 14 = "HIGH")

SECTION 6: General Terms and Conditions

Selection of Service Provider

WIN/SEMCA will comply with all federal and state mandates governing contractor selection including federal guidelines 2 CFR 200. Due to the funding source for this project (federal grant from the Department of Labor), contractors are required to abide by the same standards and regulations (2 CFR 200).

To be considered for funding, contractors must have:

1. Adequate financial resources or the ability to obtain them;
2. The ability to meet program design specifications at a reasonable cost;
3. A satisfactory record of past performance; and
4. A satisfactory record of integrity, business ethics, and fiscal accountability.

Grievance Policy

WIN/SEMCA subscribes to the policy of equal opportunity and as such, maintains a formal grievance procedure to handle complaints of customers and service deliverers. Adherence to the same is acknowledged by acceptance of a contract from WIN.

Protest Procedures

WIN/SEMCA shall follow appropriate protest procedures in the event the awarding of bids is questioned or challenged. These procedures will be advertised as part of the RFP process and will be available at any time upon written request.

An individual, company or organization not in agreement with the awarding of a bid shall submit a written protest to the Executive Director of WIN, within 5 business days of awarding a bid. If the winning vendor has not been notified prior to WIN's receipt of protest, the notification will be held pending resolution of the protest.

WIN/SEMCA shall review the protest and respond to the protest in writing within 10 business days of its receipt. If the complainant is not satisfied with the response they may appeal it to WIN/SEMCA. If an agreement is still not reached the complainant shall obtain, at their expense, an arbitrator that is acceptable to all parties. The appointed individual will evaluate all information and make the final decision.

Profit

Public and private nonprofit entities will be required upon the completion of a contract to report their actual operational costs of the contract to WIN/SEMCA by line item. If WIN has paid the public or private nonprofit entity more than the actual operational costs, the entity must return all revenues in excess of costs to WIN.

Further, a private-for-profit entity must identify profit (fees or other revenue in excess of actual costs) in their line item budget, in accordance with federal mandates that require assurances that profit is reasonable and allowable, WIN requires profit be based on the net cost of the contract, not to exceed 10%.

WIN/SEMCA reserved the right to allocate profit, fees, or other revenues in excess of actual costs to one or both cost categories in proportion to actual costs incurred attributable to each category.

Right to Refusal and Proposal Preparation Costs

This preliminary application does not commit WIN/SEMCA to award a contract, or to pay any costs incurred in the preparation of a proposal submitted in response to this request or to procure or contract services or supplies. This includes any demonstration and/or interviews that are part of the proposal process. WIN/SEMCA reserves the right to accept or reject any or all proposals in part or in their entirety if it is in the best interest of WIN/SEMCA to do so.

Right to Negotiate

WIN will require the proposer selected to participate in negotiations and to submit any price, technical, or other revisions of their proposals as may result from negotiation.

Right to Request Additional Information

WIN reserves the right to request any additional information that might be deemed necessary after the completion of this document.

System Design Costs

The successful bidder shall be responsible for all design, information gathering, and required programming to achieve a successful implementation. This cost must be included in the base bid.

Pricing Eligibility Period

All vendor proposal bids are required to be offered for a term not less than **120** calendar days in duration.

Additional Charges

No additional charges, other than those listed in the proposed cost breakdown, shall be made. Prices quoted will include verification/coordination of order, all costs for shipping, delivery to all sites, unpacking, setup, installation, operation, testing, travel, cleanup and training.

Federal or State Sales, Excise, Or Use Taxes

Owner does not pay sales use tax. All other taxes, fees, permits and shipping costs, etc. shall be included.

Contract Requirements

WIN considers this RFP legally binding and will require that this RFP and the resulting awarded vendor Proposal and any amendments be included as addenda to any subsequent contracts between the Vendor(s) and WIN. It should be understood by the Vendor(s) that this means that the Owner expects the Vendor(s) to satisfy substantially all requirements and reports listed herein. Exceptions should be explicitly noted in the Vendor Proposals. Lack of exceptions will be considered acceptance of all of the specifications as presented in this RFP