

Economic Growth Region 7

Request for Proposals For Outreach Services

Western Indiana Workforce Development Board, Inc.

***Option A.* – Television Outreach – Available funding up to
\$12,000.00**

***Option B.* – Digital Outreach – Available funding up to
\$18,000.00**

Vendors may bid on either Option A or B, or both Options A&B

Service Delivery Period: - September 16, 2024 – August 15, 2025

RFP Release Date:	August 13, 2024
Proposal Submission Deadline:	12:00 PM (Noon), local September 4, 2024
Award Notification:	No later than September 13, 2024
Contract Effective Date:	September 16, 2024

Package Contents:	Section 1. General Information and Purpose
	Section 2. Proposal Statement of Work
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Section I: General Information and Purpose of this Proposal

Part A. General Information

Western Indiana Workforce Development Board, Inc. is a 501(c) (3) corporation authorized by the Indiana Department of Workforce Development to provide administration and oversight of WorkOne Western Indiana services including the Workforce Innovation and Opportunity Act (WIOA) and other workforce development services in Economic Growth Region 7 (hereinafter referred to as EGR 7) which includes the counties of Clay, Parke, Putnam, Sullivan, Vermillion and Vigo Counties in Indiana. Western Indiana Workforce Development Board, Inc. (hereinafter referred to as WDB) also serves as the fiscal agent for Workforce Innovation and Opportunity Act funds for EGR 7.

The board is responsible for the operations of the WorkOne Career Centers throughout the region. There is a WorkOne office in each county in the EGR. Within this group, there is one comprehensive center, located in Terre Haute. The vision of the Governor's Workforce Cabinet is to create a talent system that affords all Hoosiers equitable opportunities for lifelong learning and increased personal economic mobility and provides employers the talent to grow and diversify their workforce. The WDB is actively promoting this vision by reinforcing the importance of lifelong learning for all Hoosiers, and by offering relevant career pathways and in-demand training opportunities to the citizens of EGR 7 that will result in the attainment of the skills needed to successfully perform high demand, high wage occupations.

Information on office locations, current services and offerings and current events may be found at the WorkOne Western Indiana website at www.workonewest.com.

Specific business sectors have been identified as priority areas for the region. These sectors represent those business sectors in EGR 7 where there is a demand for jobs that require a high skill level, and in turn, pay higher wages. As priority areas, these sectors will be presented as premier career paths to our customers, will be highlighted in local workforce development stories and career profiles, and will be the focus, as possible, in the application for additional grant funding to the region. These sectors include:

- Advanced Manufacturing

- Healthcare
- Construction
- Logistics
- Information Technology and Business Services

Current services provided to customers include, but are not limited to:

Employer/Business Services:

- Labor Market Information
- Job postings
- Candidate screening
- Access to thousands of job seekers through Indiana Career Connect.
- Job fairs and other recruitment services (customized and general).
- Assessment services
- Workshops.
- On-the-Job Training
- Apprenticeships
- Funding for employer training through Indiana's Employer Training Grants
- Information on any additional grants, WorkKeys, and tax credits.

Job Seeker Services

- Access to the State of Indiana's job matching system: Indiana Career Connect.
- Assessment tools to identify skills and interests.
- Short term training programs and workshops; which may include, but not be limited to, CDL-A, CNC, welding, CMA, digital literacy, HSE instruction, on-line resources.
- On-the-job training.
- Long-term training counseling and support.
- Apprenticeships
- Supportive Services
- Possible scholarship funding to attend occupational skills training.
- Special services for veterans and job seekers over 55 or people with disabilities.
- Registration for unemployment insurance.

Youth Services

- Career development services: work experience, job shadowing, mentoring.
- Jobs for America's Graduates in-school programs.
- Training programs and workshops; including but not limited to, digital literacy, HSE, on-line resources.
- On-the-job training.
- Possible scholarship funding to attend occupational skills training.

NOTE: There is no charge to job seekers or businesses for WorkOne/American Job Center services.

Our two primary targeted audiences of outreach are businesses and job seekers. Targeted job seekers include unemployed, underemployed, underserved and diverse populations, older workers, Veterans and their spouses. Secondary targets of outreach include, but are not limited to, influencers of job seekers (parents, spouses, etc.,) community-based organizations, state and local officials, with a special focus on possible funding sources (such as local, state, and national foundations).

It is anticipated that Workforce Development Board staff will work with the successful bidder(s) to develop specific targeted, effective outreach methods.

Purpose of the Proposal

As the lead organization of talent development in the region, the Western Indiana Workforce Development Board would like to educate the public about the work it does, the many services it provides, and the many successes it achieves. WorkOne Centers have traditionally been seen by the public as “unemployment offices”, where claimants go to get their unemployment issues resolved, or where low skilled job-seekers go to seek survival employment. Quite simply, surveys have shown that many people and businesses simply have no idea what the Board does and what happens at a WorkOne Career Center.

The fact is, the labor market and employer needs have changed significantly over the last decade, and they continue to change due in large part to technology, global economics and interdependency, and advanced automation. The demands of today’s workplace require that a full two-thirds of workers possess at least basic technical skills and some type of post-secondary educational attainment, whether that is an entry-level certification, Associates Degree, apprenticeship, or advanced degree. Employers need more skilled workers and job seekers need to access skilled employment in order to earn a higher wage, career advancement opportunities and a higher quality of life.

The Western Indiana Workforce Development Board is committed to talent development, leading to globally competitive businesses throughout western Indiana. The goal of the Board is to provide an operational structure that is based on customer knowledge of career choices, skills improvement, and talent advancement anchored in the value of lifelong learning. The service delivery system must also increase employer participation in the creation and implementation of regional training programs that address their skill requirements. To achieve and maintain these goals it is imperative that we provide an outreach campaign that reflects talent development as an operational cornerstone.

Section 2. Proposal Statement of Work

Part A. Purpose of this Solicitation

The Western Indiana Workforce Development Board is seeking proposals from qualified bidders to provide outreach services, with a focus on educating customers (both job seekers and businesses) and potential partners throughout the region on the many

workforce and training programs, services, and opportunities that are available to them through the actions of the Western Indiana Workforce Development Board, and the regional service delivery system. Everyday there are hundreds of great jobs that go unfilled throughout the Wabash Valley. And, with Entek soon entering the labor market with more than 600 openings for great jobs, it is critical that the Board along with community partners communicate these job opportunities to the unemployed and underemployed with calls to action.

Part B. Scope of Work

The Western Indiana Workforce Development Board is seeking a vendor or vendors with experience and expertise in communications, media development and dissemination of information and the evaluation of the effectiveness of such communication efforts. The vendor(s) will require close coordination and cooperation between the Board staff. Create the most cost-efficient and effective outreach strategies based on the information presented in this Request for Proposals.

Part C. Goals, Deliverables and Measurable

Goals:

- Increase job seeker and employer engagement with Western Indiana Workforce Development Board and the regional WorkOne West service delivery system.
- Counsel and equip individuals with the skills needed to meet the demands of areas employers offering high skill, high wage job opportunities.
- Strengthen the brand of the WorkOne West regional service delivery system as a leading entity for talent development systems in Western Indiana. Improve and increase the public image.

Deliverables/ Measurable:

Deliverables:

Option 1 Television Outreach

Please provide the length, location within various channels and estimated programs, and number of WorkOne West television spots you propose providing on a monthly basis over a twelve month service period. The cost of this proposal must include the free production of at least four television spots over the course of a year. Please include any additional, related services that will be included in the proposal for outreach, such as live in-studio interviews, digital presence (such as the availability of WorkOne spots on station websites), and/or attendance at station-sponsored job fairs.

Option 2 Digital Outreach

Please provide the methods, size, scope, and focus of digital images you propose to deliver over the twelve month period set forth in this RFP.

For both Options 1 and 2:

- Bidders that maximize design elements for outreach will be rated most competitively.
- Successful bidders must provide electronic copies of all promotional work products in a format that can be replicated. All work products and media developed under contract is the sole property of the Western Indiana Workforce Development Board.

Measurables:

The Western Indiana Workforce Development Board requests for proposals are to include detailed plans for targeted outreach and estimated expenditures on each category, based on the most effective mediums and platforms to reach the target audiences.

- Option 1: Successful bidder(s) will provide Western Indiana Workforce Development Board staff with monthly reports of television spots delivered, and estimated viewership of those spots when possible.
- Option 2: Successful bidder(s) will provide Western Indiana Workforce Development Board staff with monthly reports of digital images delivered, and the effectiveness of these digital images (i.e. number of views and hitting targeted audience)

Successful bidder(s) will work with Board staff on improving effectiveness of outreach on an as needed, on-going basis.

Part D. Term of Contract/Funding

The program/contract term for both Options 1 and 2 is approximately September 16, 2024 – August 15, 2025. The maximum contact amount is approximately **\$12,000.00 for Option 1 – Television Outreach**. The maximum contact amount is approximately **\$18,000.00 for Option 2 - Digital Outreach**. Vendors may bid on either Option 1 or 2, or may bid on BOTH Options 1 and 2. The Western Indiana Workforce Development Board reserves the right to modify the term, amount, and scope of performance to any extent necessary to ensure compliance with State, Federal, and/or local guidelines. The Western Indiana Workforce Development Board reserves the right to terminate any contract with 30 days' notice. Any contract may also be renewed or extended at the discretion of the Western Indiana Workforce Development Board. Please note that the contact(s) awarded by the Board will be a cost-reimbursement contract(s).

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SECTION III: General Instructions

1. Proposal initially on most favorable terms.

Offerors are cautioned to submit their proposals initially on the most favorable basis since an award may be based on the price and terms of the proposal as initially submitted, although Western Indiana Workforce Development Board, Inc. reserves the right to negotiate with an offeror(s).

2. No Disclosure

Except as to serve notice to unsuccessful offerors of the final awards by Western Indiana Workforce Development Board, Inc for the services covered by this RFP, no use or disclosure of the price, terms or techniques contained in the proposal shall be made, except on a “need to know” basis for evaluation purposes. In the event of an award, the proposal submitted pursuant to the requirements of this agreement by the sub-recipient receiving the award may be disclosed, reproduced, etc., at the Western Indiana Workforce Development Board, Inc. option.

3. Right to Reject

Western Indiana Workforce Development Board, Inc. reserves the right to reject any or all proposals received through this RFP, and to readvertise for any or all of the listed services at its discretion, or cancel this RFP in part, or in its entirety, at any time Western Indiana Workforce Development Board, Inc. will not pay for costs incurred in the preparation of bids.

4. Requirements

It is required that bidders not be on a debarment list. Additionally, successful bidders must have proof of insurance. All RFP's must contain a clear outline of all the following elements:

1. Understanding of Need
2. Qualifications of the organization and key staff to deliver described services;
3. A clear description of the services to be provided; planning, processes, Implementation; and,
4. A line item budget of the services to be provided.

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5. Questions and Answers

To be considered for funding, each bidder must submit an offer (proposal) and other supporting documentation in strict accordance with these instructions. When evaluating a proposal, the WIWDB will consider how well the bidder complied with these instructions and provided the information outlined in the Request for Proposals. Therefore, the Board encourages bidders to contact the Board contact by email during **the technical assistance period, which ends Wednesday, August 21, 2024 at noon local time**, to request any additional clarification that may be needed to comply with these instructions. **Phone calls will not be accepted.** The email to submit bidder questions is glee@workforcenet.org. The official Board response to all questions pertaining to this RFP will be in writing and made available to all potential bidders. All written questions will be answered in a question and answer publication that will be posted at the Board's website at www.workonewest.com. Answers will be posted on an ongoing basis, within three (3) business days after receipt of the question. Therefore, bidders are encouraged to view the website frequently to ensure they are fully aware of the most current information, including any new questions and answers, changes to the RFP, or any additional information. All answers issued become part of the RFP and the RFP process. Should you wish to submit a question or encounter a problem with the website, contact the Authorized Board Contact immediately. The Authorized Board Contact is Greg Lee. His email address is glee@workforcenet.org and the fax number is (812) 238-2466.

6. Contract Requirements

Specific requirements for conversion of the proposal into a contract will be discussed after the contract award decision. However, to be considered, proposals must include the following special assurances:

Special Assurances

1. If awarded a contract, the bidder assures that it will abide by the specifications and requirements of the RFP in the provision of its services, unless the specifications and requirements are amended in writing by a Western Indiana Workforce Development Board representative who is specifically authorized to do so.
2. If awarded a contract, the bidder will neither accept nor permit any of its staff to accept gratuities of any kind from any individual involved in any way with the services to be provided by the contractor.
3. The bidder assures that, if awarded a contract, it will not subcontract any of these services without the specific, written prior approval from the Western Indiana Workforce Development Board, Inc.

4. As a condition to the award of financial assistance from the Department of Labor under Title-I of WIOA, The BIDDER assures that it has the ability to comply with the nondiscrimination and equal opportunity provisions of the following laws and will remain in compliance for the duration of the award of federal financial assistance:

(A) Section 188 of the Workforce Innovation and Opportunity Act (WIOA), which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, or political affiliation or belief, or against beneficiaries on the basis of either citizenship status or participation in any WIOA Title I financially assisted program or activity;

(B) Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the bases of race, color and national origin;

(C) Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;

(D) The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and

(E) Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

The BIDDER also assures that, as a recipient of WIOA Title I financial assistance, it will comply with 29 CFR part 38 and all other regulations implementing the laws listed above. This assurance applies to the grant applicant's operation of the WIOA Title-I financially assisted program or activity, and to all agreements the grant applicant makes to carry out the WIOA Title-I financially assisted program or activity. The grant applicant understands that the United States has the right to seek judicial enforcement of this assurance.

5. In accordance with P.L. 101-333, Section 508, the bidder is hereby notified that all projects that are funded as a result of this RFP will be 100% funded by federal funds. There will be no non-government funds available to finance these proposed services. All commitments made by the Western Indiana Workforce Investment Board, Inc. are contingent upon the availability of funds and the Western Indiana

Workforce Investment Board, Inc. reserves the right to award an amount less than the total funds available for bid.

6. The bidder assures that it will procure an audit and will provide an audit report of all funds contracted with the Western Indiana Workforce Development Board, Inc. if requested by the Western Indiana Workforce Development Board, Inc.

2. Subcontracting

Bidders may subcontract part of the services to be provided by the Service Provider, but the intention to subcontract must be clearly stated in the response to this RFP and approved by the Board.

3. Contract Negotiations

Successful respondent to this RFP will be expected to participate in contract negotiations to establish exact services to be provided and payment and terms of those services. Cost and services will be based on information contained in this RFP and in the proposal selected for negotiations.

4. Authorized Contact

The authorized contact person for this procurement is:

Greg Lee
900 Wabash Avenue, Suite 203
Terre Haute, IN 47807
glee@workforcenet.org
Fax (812) 238-2466

7. Late Proposals

A. Proposals and modifications received at the Western Indiana Workforce Investment Board, Inc office designated in the RFP after 12:00 NOON, local time, on the date specified therein shall not be considered unless:

1. They are received before award is made; and either,
2. They are sent by registered mail, or be certified mail for which an official dated post office stamp (postmark) on the original Receipt for Certified Mail has been obtained, and it is determined by Western Indiana Workforce Development Board, Inc. that the late receipt was due solely to delay in the mail, for which offeror was not responsible; or,

3. It is determined by Western Indiana Workforce Development Board, Inc. that the late receipt was due solely to mishandling by Western Indiana Workforce Development Board, Inc. after receipt at the Administrative Office: Provided, that timely receipt at such office is established upon examination of an appropriate date or time stamp (if any) of such office or other documenting evidence or receipt (if readily available) with the control of such office serving it. However, a modification of a proposal, which makes the terms of an otherwise successful proposal more favorable to, Western Indiana Workforce Development Board, Inc shall be considered at any time it is received and may thereafter be accepted.
- B. Offerors using certified mail are cautioned to obtain a Receipt for Certified Mail showing a legible, dated postmark and to retain such receipt against the chance that it shall be required as evidence that a late proposal was mailed in a timely fashion.
 - C. The time of mailing late proposals submitted by registered or certified mail shall be deemed to be the last minute of the date shown on the postmark on the registered mail receipt or registered mail wrapper or on the Receipt of Certified Mail unless the offeror furnished evidence from the post office station of mailing which established an earlier time. In the case of Certified Mail, the only acceptable evidence is as follows:
 1. Where the Receipt of Certified Mail identifies the post office station of mailing, evidence furnished by the offeror which establishes that the business day of that station ended at an earlier time in which case the time of mailing shall be deemed to be the last minute of the business day of that station; or,
 2. An entry in ink on the Receipt for Certified Mail showing the time of mailing and the initials of the postal employee receiving the item and making the entry, with appropriate written verification of such entry from the post office station of mailing, in which case the time of mailing shall be the time shown in the entry. If the postmark on the original Receipt for Certified Mail does not show a date, the offeror shall not be considered.

8. Envelope for Proposals

It is important that the proposal be mailed in an envelope clearly marked in the lower left corner with the following information:

PROPOSAL RFP: Region 7 Outreach Services RFP

9. Alternate Proposals

Alternate proposals may be submitted provided that all deviations are clearly specified. The offeror should be prepared to discuss such deviations to ascertain the general acceptability by Western Indiana Workforce Development Board, Inc.

10. Time Period of Contract

Proposals should address a period from September 16, 2024 through August 15, 2025. An extension of this contract may be authorized at the discretion of Western Indiana Workforce Development Board, Inc.

11. Procedures

Complaint, grievance, mediation procedures of Western Indiana Workforce Development Board, Inc. are available to bidders from the office at 900 Wabash Avenue, Suite 203, Terre Haute, IN 47807, upon request.

12. Proposals Received

Proposals should be received in a “ready to copy” format and, therefore, should not, in any way, be bound, stapled, three-hole punched, or in any manner that prevents ease of copy.

Three (3) copies of the proposal(s), with one (1) copy designated as an original with original signatures and a copy of the complete, signed proposal on a data stick are to be submitted by certified mail, return receipt requested, or by hand-delivery with a signed receipt. All proposals must be received by no later than NOON local time on September 4, 2024.

Proposals should be mailed to:

Western Indiana Workforce Development Board, Inc.
ATTN: Region 7 Outreach Services RFP
900 Wabash Avenue, Suite 203
Terre Haute, IN 47807

Proposals sent by email, telegram, and facsimile (fax) will not be honored.

Proposals received by the deadline specified herein and meeting the requirements as stated shall be acted upon by the Board of Directors of the Western Indiana Workforce Development Board, Inc. It is the responsibility of the bidder to ensure delivery of the proposal by the required time and date.

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SECTION IV: Proposal Package (Attachment A)

1. **Proposal Cover Sheet** Please includes the following areas which must be completed by the entirety:

- **Organization** - the legal entity submitting the proposal must be identified here.
- **Address** - the legal mailing address must be identified on this line.
- **Contact Person** - the individual who has authority to commit the organization to provide the proposed services should be recorded on this line. If other individuals will have responsibility for this project, they may be included here, but should be asterisked (*) as a secondary contact.
- **Phone Number** - the phone number of the contact person should be recorded on this line.
- **Fax** - please identify the facsimile number where communications can be sent.
- **E-mail Address** - an e-mail address for the contact person should be included on this line.
- **Authorized Signature** - the signature of the primary contact person must be provided in ink. Secondary contacts need not sign the proposal.

2. **Proposal Statement of Work**

- A. Understanding of Need
- B. Experience/Qualifications*
- C. Planning, Implementation, and Delivery of Services – Please submit separate Section Cs, between Option 1 and Option 2, if you are bidding on both options.
- D. Budget - Please submit separate Section Ds, between Option 1 and Option 2, if you are bidding on both options.

* Optional – You may include a single sheet of paper listing three references and their contact information.

3. **Attachment B – Non-Collusion Affidavit**

4. **Attachment C - Assurances and Certifications**

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Attachment B

Non-Collusion Affidavit

State of Indiana

County of _____

The respondent is hereby giving oath that it has not, in any way, directly or indirectly, entered into any arrangement or agreement with any other respondent or with any officer or employee of the Western Indiana Workforce Investment Board, Inc. whereby it has paid or will pay to such other respondent or officer of employee any sum of money or anything of real value whatever; and has not, directly or indirectly, entered into any arrangement or agreement with any other respondent or respondents which tends to or does lessen or destroy free competition in the letting or the agreement sought for by the attached response; that no inducement of any form or character other than that which appears on the face of the response will be suggested, offered, paid, or delivered to any person whomsoever to influence the acceptance of the said response or awarding of the agreement, nor has this respondent any agreement or understanding of any kind whatsoever, with any person whomsoever, to pay, deliver to, or share with any other person in any way or manner any of the proceeds of the agreement sought by this response.

Signature of Authorized Representative

Print or Type Name

Subscribed and sworn to me this day _____ day of _____

Notary Public

County of

Commission Expiration Date

Attachment C

Assurances and Certifications

The authorized representative agrees to comply with all applicable State and Federal laws and regulations governing the Workforce Innovation and Opportunity Act, Workforce Investment Board, and any other applicable laws and regulations.

In addition, the authorized representative assures, certifies and understands that:

1. The proposing organization has not been debarred or suspended or otherwise excluded from or ineligible for participation in federal assistance programs.
2. The proposing organization possesses legal authority to offer the attached proposal.
3. A resolution, motion, or similar action has been duly adopted or passed as an official act of the organization's governing body authorizing the submission of this proposal.
4. A drug free workplace will be maintained in accordance with the State of Indiana requirements.
5. The proposing organization has all appropriate insurance coverage, and will produce a certificate of such, if requested.

Signature of Authorized Representative

Print or Type Name

Date

Western Indiana Workforce Development Board, Inc.

Outreach Proposal Scoring Criteria

Organization _____

1. Understanding of Need Possible 20 points _____

2. Experience/Qualifications* Possible 30 points _____

3. Planning, Implementation,
and Delivery of Services Possible 30 points _____

4. Budget Possible 20 points _____

TOTAL _____

*PLEASE NOTE: OPTIONAL - You may include a separate sheet of paper with up to three references and their contact information.