

Southern Indiana Works

Request for Proposal 2024-01:

Digital Marketing RFP



Date of Release: May 16, 2024

Proposals Due: June 1, 2024

No later than 4:30 pm

Project Term: July 1, 2024, through June 30, 2026

Questions must be emailed to: shilese@soinworks.com

Attention: ShiLese Stover
Southern Indiana Works
2125 State Street, Ste. #16
New Albany, IN 47150
Phone:812-941-6422

Introduction:

Region 10 Workforce Board, Inc. dba Southern Indiana Works (SIW), is a non-profit, business and industry-led corporation representing Clark, Crawford, Floyd, Harrison, Scott and Washington Counties, and designated as the local workforce development board. SIW mission is to lead a robust talent development system and cultivate a skilled workforce that advances our community, economy, and quality of life.

SIW is responsible for the oversight and operations of the Southern Indiana Works WorkOne Career Center, which is the area's American Job Center (AJC). There is one full-service AJC in Floyd County and Five community locations in Clark, Crawford, Harrison, Scott, and Washington Counties.

Overview/Scope:

The SIW brand is growing, and we want to continue to get the word out to the region with our digital outreach and website management. As the lead organization for talent development in the region, Southern Indiana Works desires to emphasize the image of the organization and its work. With the ever-changing means of how business and jobseekers are engaged, served, and communicated with SIW and our WorkOne career centers need to have an up to date, monitored, and usable digital footprint. The utilization of social media and the SIW webpage to coordinate partner services to best meet the needs of the regional workforce system.

Funding/Term of Contract: The program/contract term is July 1, 2024, through June 30, 2026, with the possibility of a one (1) year extension based on performance. That is as long as there is funding available. SIW reserves the right to modify the term, amount, and scope of the performance as necessary to ensure compliance with state, federal and/or local requirements, as well changes in business environments. The contract may be terminated based on performance, at the discretion of SIW. The budget is not to exceed \$ 15,000 annually.

Scope of Work:

1. Looking for a contractor/ partner / consultant to help manage our digital outreach along with the SIW team.
2. Be able to evaluate our current digital outreach strategies and the resources that are currently being used including platforms, hosting, etc.
3. Recommendations on what the organization can do to help with these efforts & to reach a bigger audience.
4. Along with the SIW team refresh the SIW website
5. Website hosting; (maybe purchasing for the organization).
6. Reporting-Accountability is essential, and the contractor will be required to provide the impact of SIW's digital footprint. At minimum the contractor should provide SIW with the quarterly reports that include but not be limited to:
 1. Website Traffic & analytics (including the number of referrals coming from website)
 2. Social Media Impact

3. SEO impact
4. Recommendations

Proposal Requirements

Please provide the following in your proposal for services (Not to exceed 5 pages):

1. Cover Sheet (Not included in page count)
2. Organization qualification
3. Narrative
 - a. Experience, capabilities, and qualifications
 - b. Understanding of SIW our work & mission
4. Scope of Work Summary and overview: Service Design
5. Exhibits
 - a. Assurance (*appendix A*)
 - b. Signed Conflict of Interest Statement (*appendix B*)

Proposal Deadline: Proposals will be accepted to Southern Indiana Works, until 4:30 PM on May 31, 2024.

Proposal submitted via email to shilese@soinworks.com.

Southern Indiana Works programs and contracted providers are Equal Opportunity Employers/Programs. Auxiliary aids and services are available upon request to individuals with disabilities.

Appeal Process: Bidders will be afforded the opportunity to appeal funding recommendations. Bidders have the right to appeal any action or decision related to this RFP. Appeals will be reviewed and investigated with SIW. The decision of SIW in such situations shall be final. Bidders wishing to make a formal appeal should do so in writing to: Attention: Craig White, Southern Indiana Works, P O Box 6712, New Albany, IN 47150. The selected vendor will be notified upon completion of the procurement process. The vendor is expected to begin services July. 1, 2024 and continue through June 30, 2026, with a potential year extension based on contract performance.

TERMS & CONDITIONS

1. Release of this RFP does not commit Region the Board to award a contract.
2. Southern Indiana Works will not pay for any costs incurred in the preparation of bids.
3. SIW has the right to reject any and all proposals or to cancel this RFP, in part or in its entirety, at any time.
4. The Board reserves the right to negotiate any and all proposals prior to the award of a contract.
5. It is against the law for this recipient of Federal financial assistance to discriminate on the following bases; against any individual in the United States, on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief, and against any beneficiary of the

programs funded under Title 1 of the Workforce Innovation and Opportunity Act (WIOA) Title Program as funded under the US Dept. of Labor, on the basis of the beneficiary's citizenship status as a lawfully admitted immigrant authorized to work in the United States, or his/her participation in any WIOA Title 1 financial program or activity. The recipient must not discriminate in any of the following areas: deciding who will be admitted or have access, to any WIOA Title 1 - funded program or activity; providing opportunities in, or treating any person with regard to, such a program or activity; making employment decisions in the administration of, or in connection with, such a program or activity.

6. Local small-or minority-owned businesses are encouraged to respond.
7. Bidders in whole, or in any part of itself, shall be in good standing and not debarred or suspended or otherwise excluded from, or ineligible for participation in Federal assistance programs under Executive Order 12549. "Debarment and Suspension".
1. Other issues or grievances, hearings, resolutions and authority shall be addressed prior to award of contract and relevant issues may be stated within the contract. If, as a proposing organization, you believe you have been treated unfairly or have grounds for initiating a formal grievance, please express your concern in writing and forward to the representative noted in (Section K. Appeal Process).
8. The contractor will be monitored in accord with:
 - a) Region 10 Regional Workforce Board
 - i. Monitoring Policy,
 - b) Oversight and monitoring processes required by Indiana Workforce
 - b. Development Policy,
 - c) Oversight and monitoring processes required by the Department of
 - c. Labor, Employment and Training Administration.
9. Contractor Guidelines:
 - a) Entities must be legally incorporated and/or must be able to
 - d. conduct business under the laws of the State of Indiana,
 - b) meet all administrative
 - e. requirements,
 - c) Provide a mechanism to administer the program through an internal fiscal
 - f. management and tracking system that is available for monitoring.
2. Funds that are available for this solicitation must be expended only on services as Stipulation in the Scope of Work. The budget submitted as part of the proposal package must be specific in delineating all costs of the proposed services and outlined in Budget Exhibit provided.

GENERAL PROPOSAL CONDITIONS

Accuracy and Completeness

If the bidder knowingly and willfully submits false performance or other data, Southern Indiana Works reserves the right to reject that proposal. If it is determined that a contract was awarded as a result of false performance or other data submitted in response to this RFP, SIW

reserves the right to terminate the contract.

General Reservations

1. Proposals which are incomplete or unresponsive to these specifications will not be considered for funding.
2. SIW reserves the right to extend the submission deadline should such action be in the organization's and/or SIW's best interest. Bidders have the right to revise their proposals in the event the deadline is extended.
3. SIW reserves the right to withdraw this RFP at any time without prior notice. Southern Indiana Works makes no representation that any contract will be awarded to any bidder responding to the RFP.
4. If an inadequate number of proposals are received or the proposals are deemed nonresponsive, the Board reserves the right to reissue the RFP.
5. Southern Indiana Works reserves the right to request additional information or documentation.
6. Bidder proposals shall be reviewed and rated by SIW as submitted. The bidder may make no changes or additions after the deadline for receipt of proposals.
7. SIW reserves the right to verify all information in the proposal.
8. Bidders approved for funding shall be required to negotiate in good faith, a contract with the Board. The negotiation process shall be bound by the best terms and conditions originally offered by the bidder in the proposal. SIW reserves the right to make contract award contingent upon the satisfactory completion by the bidder of certain special conditions. The contract offer of the Board may contain additional terms different from those set forth herein.
9. Termination for convenience: Funding proposed under this RFP and any Contracts/agreement may be terminated, in whole or in part, by SIW upon 30 days prior notice of termination. Termination of the funding for a proposed contract under this RFP can be terminated by Board or Subcontractor whenever, for any reason, the Board or Subcontractor determines that such termination is in the best interest of Board or Subcontractor. Termination of services shall be affected by delivery to the Subcontractor or Board of a Termination Notice at least thirty (30) days prior to the termination effective date, specifying the extent to which performance of services under such termination becomes effective. The Subcontractor shall be compensated for services properly performed prior to the effective date of termination. SIW will not be liable for services performed after the effective date of termination, and in no case shall total payment be made to the contractor exceed the amount set forth in the Budget, nor shall any price increase be allowed on individual line items if canceled only in part prior to the original termination date. Termination may also be initiated by board if:
 - a. Reasonable determination by SIW and/or State that the successful performance of an Agreement is improbable or infeasible.
 - b. Termination or suspension of availability of federal funds for the performance of an Agreement as reasonably determined by SIW and/or State.
 - c. Any other material failure to comply with a term or condition of and Agreement as reasonably determined by the Board.

- d. Failure to take proper corrective action to achieve operational and performance of scope of work in a timely manner as determined by the SIW and/or State

Standing of Bidder

1. Bidder may not be recommended for funding, regardless of the merits of the proposal submitted, if it has a history of contract non-compliance or any other funding source, poor past or current contract performance with the state of Indiana, or any other funding sources, outstanding tax liens with the state of Indiana, or current disputed or disallowed costs with any other funding source.
2. SIW will not enter into an agreement with any entity not in good standing with the Indiana Secretary of State or Federal Government, including those that have been debarred, suspended or who are ineligible.
3. Organizations and entities that have been sanctioned because of non-compliance with Single Audit Act requirements for managing grant funds will be eligible to apply; however, they will not be eligible to receive any funding under this RFP process, until their sanction is removed.

Proprietary Interests

Southern Indiana Works reserves the right to retain all submitted proposals, and the proposals shall become property of the SIW. All proposals will be considered public documents, subject to review and inspection at the SIW's discretion, in accordance with the Public Records Act. Bidders must identify all copyrighted material that they claim are exempt from disclosure under the Public Records Act

Assurance and Certification:

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. The authorized representative certifies that the proposing organization possesses legal authority to offer the attached proposal. 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.

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

Workforce Innovation and Opportunity Act (WIOA) recipients are obligated to maintain the following assurance for the period during which WIOA Title I financial assistance is extended. Each request for proposal, proposal and application for financial assistance under WIOA Title I shall contain the following assurances.

"As a condition to the award of financial assistance from the Department of Labor under Title I of WIOA, the recipient assures that it will comply fully with the nondiscrimination and equal opportunity provisions of the following laws:

Section 188 of the WIOA, which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIOA Title I- financially assisted program or activity; Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the bases of race, color or national origin; Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities; the Age Discrimination Act of 1975, as amended, which prohibits discrimination on the bases of age; and Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.”

The recipient also assures that it will comply with WIOA implementing regulations (due in January 2015) and all other regulations implementing the laws listed above. This assurance applies to the recipients operation of the WIOA Title I-financially assisted program or activity, and to all agreements the recipient makes to carry out the WIOA Title I-financially assisted program or activity. The recipient understands that the United States has the right to seek judicial enforcement of this assurance.

Debarment, Suspension, and Other Responsibility Matters: This certification is required by the Federal Regulations, implementing Executive Order 12549, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85), Department of Health and Human Services (45 CFR Part 76).

The undersigned applicant certifies that neither it nor its principals:

Are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or Local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity with commission of any of the offenses enumerated in Paragraph (2) of this section; and

Have not within a three-year period preceding this application had one or more public transactions terminated for cause or default.

Nondiscrimination:

The undersigned applicant certifies that it shall comply with the nondiscrimination provisions outlined in the WIOA of 2014 including Title I, Sec. 188.

Conflict of Interest:

The undersigned applicant certifies that:

1. No manager, employee or paid consultant of the Proposer is a member of the Board of Directors, or an employee of the Board;

2. No manager or paid consultant of the Proposer is married to a member of the Board of Directors, or an employee of the Board;
3. No member of the Board of Directors, or an employee of the Board owns or has any control in the Proposer's organization;
4. No spouse of a member of the Board of Directors, or employee of the Board receives compensation from Proposer for lobbying activities;
5. Proposer has disclosed within the proposal response any interest, fact or circumstance which does or may present a potential conflict of interest;
6. Should Proposer fail to abide by the foregoing covenants and affirmations regarding conflict of interest, Proposer shall not be entitled to the recovery of any costs or expenses incurred in relations to any contract with the Board and shall immediately refund the Board any fees or expenses that may have been paid under the contract and shall further be liable for any other costs incurred or damages sustained by the Board relating to that contract.

Lobbying

This certification is required by the Federal Regulations, Implementing Section 1352 of the Program Fraud and Civil Remedies Act, Title 31 U.S. Code for the Department of Agriculture (7 CFR Part 3018), Department of Labor (29 CFR Part 93), Department of Education (34 CFR Part 82), Department of Health and Human Services (45 CFR Part 93).

The undersigned applicant certifies that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence any officer or employee of Congress, or an employee of a Member of Congress, or locally elected officials.
2. In connection with the awarding of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
3. If any funds, other than Federal appropriated funds, have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, any officer or employee of Congress, an employee of a Member of Congress, or locally elected officials in connection with this Federal contract, grant, loan or cooperative agreement, the undersigned shall complete and submit "Disclosure Form to Report Lobbying", in accordance with its instructions.
4. The undersigned shall require that the language of this certification be included in the award for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and provide disclosure accordingly.

Drug-Free Workplace:

This certification is required by the Federal Regulations, Implementing Section 5150-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701; for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Part 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned applicant certifies that it shall provide a drug-free workplace by:

1. Publishing a policy statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

2. Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the Contractor's policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug abuse violations in the workplace;
3. Providing each employee with a copy of the Contractor's policy statement;
4. Notifying the employees in the Contractor's policy statement that as a condition of employment under this contract, employees shall abide by the terms of the policy statement and notifying the Contractor in writing within five (5) days after any conviction for a violation by the employee of a criminal drug statute in the workplace.
5. Notifying the Commission within ten (10) days of Contractor's receipt of a notice of a conviction of an employee; and,
6. Taking appropriate personnel action against an employee of violating a criminal drug statute or require such employee to participate in drug abuse assistance or a rehabilitation program.

These certifications are material representations of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction.

[WIOA Sec. 184 \(f\)](#): Discrimination Against Participants: -- If the Secretary determines that any recipient under WIOA Title I has discharged or in any other manner discriminated against a participant or against any individual in connection with the administration of the program involved, or against any individual because such individual has filed any complaint or instituted or caused to be instituted any proceeding under or related to WIOA Title I, or has testified or is about to testify in any such proceeding or investigation under or related to WIOA Title I, or otherwise

unlawfully denied to any individual a benefit to which that individual is entitled under the provision of WIOA Title I or the Secretary's regulations, the Secretary shall, within 30 days, take such action or order such corrective measures, as necessary, with respect to the recipient or the aggrieved individual, or both.

[WIOA Sec. 188 \(a\)](#):

1. Federal financial assistance. -- For the purpose of applying the prohibitions against discrimination on the basis of age under the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), on the basis of disability under section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), on the basis of sex under Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.), or on the basis of race, color, or national origin under Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.), programs and activities funded or otherwise financially assisted in whole or in part under this Act are considered to be programs and activities receiving Federal financial assistance.
2. Prohibition of discrimination regarding participation, benefits, and employment. -- No individual shall be excluded from participation in, denied the benefits of, subjected to discrimination under, or denied employment in the administration of or in connection with, any such program or activity because of race, color, religion, sex (except as otherwise permitted under Title IX of the Education Amendments of 1972), national origin, age, disability, or political affiliation or belief.
3. Prohibition on assistance for facilities for sectarian instruction or religious worship.

Participants shall not be employed under WIOA Title I to carry out the construction, operation, or maintenance of any part of any facility that is used or to be used for sectarian instruction or as a place for religious worship (except with respect to the maintenance of a facility that is not primarily or inherently devoted to sectarian instruction or religious worship, in a case in which the organization operating the facility is part of a program or activity providing service to participants).

4. Prohibition on discrimination on basis of participant status. -- No person may discriminate against an individual who is a participant in a program or activity that receives funds under WIOA Title I, with respect to the terms and conditions affecting, or rights provided to, the individual, solely because of the status of the individual as a participant.
5. Prohibition on discrimination against certain non-citizens. -- Participation in programs and activities or receiving funds under WIOA Title I shall be available to citizens and nationals of the United States, lawfully admitted permanent resident aliens, refugees, asylees, and parolees, and other immigrants authorized by the Attorney General to work in the United States.

Section 188 (3) WIOA Title I funds may not be spent on the employment or training of participants in sectarian activities. Further, the undersigned applicant certifies that it shall comply with the provisions outlined by the U.S. Department of Health and Human Services (45 CFR 80 and 84).

With regard to Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), the provider agrees to comply with the implementing regulations that require that each program of training services, when funded in all or in part with federal funds, shall be accessible to qualified individuals with disabilities. The provider further agrees to meet all applicable requirements regarding facility access.

By signing, the applicant certifies that it will comply with all other regulations implementing the laws cited above. This assurance applies to the applicant's operation of the WIOA Title I - financially assisted program or activity, and to all agreements, the applicant makes to carry out the WIOA Title I-financially assisted program or activity. The applicant understands that the United States, Indiana Department of Workforce Development, and the Board have the right to seek judicial enforcement of this assurance. NOTE: WIOA non-discrimination regulations will be published in January 2015. WIOA Section 188 and WIA Section 188 are identical.

Documentation of Financial Stability: The undersigned applicant certifies that it shall comply with the Indiana Department of Workforce Development with regard to providing documentation of financial stability. As part of their local application requirements, the Board is to specify its local protocol for documentation and submission requirements.

Reporting Requirements: The undersigned applicant certifies that it shall comply with the provisions of Sec. 122 of the Workforce Innovation Act of 2014 and the reporting and procedural requirements issued by the Board or the Indiana Department of Workforce Development.

Where the prospective recipient of federal assistance funds is unable to certify any of the statements in this certification, such prospective recipient shall attach an explanation to this certification.

Appendix A: Assurance

The undersigned Authorized Representative of the applicant herein certifies that the statements above pertaining to Debarment, Suspension and Other Responsibility Matters; Nondiscrimination; Conflict of Interest; Education Standards and Procedures; Documentation of Financial Stability and Reporting Requirements are true and correct as of the date of submission. This does not preclude the Board from requiring additional assurances as part of the local application requirements.

Further, the Authorized Representative acknowledges that if the information given to the Board by the applicant causes harm to a third party, then applicant will be held liable for any Board action resulting from reliance on that information.

The applicant must notify the Board in writing if the authorized signatory changes. Certified by:

Signature of Authorized Official

Title

Date

Typed/Printed Name of Signatory

Name of Organization

Appendix B: Conflict of Interest

The undersigned hereby certifies, to the best of my knowledge and belief after due inquiry, that:

1. I acknowledge that no individual(s) employed by or representing this organization, or any partners mentioned in the proposal were involved in the preparation, review or approval of the Request for Proposal for WorkOne Outreach Campaign released by Southern Indiana Works
2. I further acknowledge that these conflict-of-interest provisions also apply to all members of my family, my partner or other associate, or an organization employing or about to employ any of the above as a direct result of the award of a contract under this RFP to any organization submitting a proposal.

Entity/Organization Name

Authorized Representative Signature

Date

Printed Name