

Request for Proposal (RFP):

Outreach Consultant

CareerSource Citrus Levy Marion

Scope of Work

CareerSource Citrus Levy Marion (CSCLM) is a 501(c)3 not-for-profit organization and is one of nearly 600 business-led local workforce development boards located across the United States. Our mission is to bring together citizens, employers, and education providers to develop programs to support high-quality education/training and employment services to meet the regional workforce needs.

CSCLM is accepting proposals from business engagement and outreach consultants/consulting firms to assist with assessing and redesigning outreach collateral and strategies used to engage local businesses. A particular area of focus is on marketing and business engagement for our work-based training programs. The selected respondent will work closely with CSCLM staff in creation of new collateral and outreach strategies. CSCLM will simultaneously be working with a web development firm to redesign our website and will ask the website developers to have open discussions with CSCLM management and the contracted outreach consultant to determine best approaches for online availability of content.

Overview

Local workforce development boards are business led organizations. The services we provide span from assistance with job description development, writing comprehensive job listings, recruiting, helping businesses identify other local resources, assistance with compliance and employment law, and providing assistance with training and development of new and existing staff.

We feel it is important to complete a thorough review of our current printed materials, website content and outreach strategies as they relate to general business outreach and engagement with our work-based learning programs. Our plan is to revamp our approaches to business-to-business marketing to break down the perceptions of 'red tape' or bureaucracy. Our work-based learning programs provide funding to businesses to pay for training of current and new employees. The programs consist of On The Job Training (new employees), Custom Business Training (existing employees), and Paid Internship and Work Experience opportunities for individuals with little to no experience. Our main web address is: www.careersourceclm.com. This link goes directly to our work-based learning page: <https://careersourceclm.com/businesses/resources/training-grants/>

The selected consultant will work closely with CSCLM senior management and the selected website development firm throughout the process. The selected consultant must be committed to ongoing communication and product reviews to ensure that the project stays within the scope of work. Successful proposals will contain a project schedule and timeline with benchmarks. Each project sprint will culminate in a review meeting with sr. management before the next sprint is launched. Examples of schedule benchmarks below will assist in developing a timeline. Respondents should translate proposed activities into a Gantt chart. Respondents should notate in the timeline how each of the components will be provided: in-person or through virtual means.

Project Components

- Review of all current print collateral
- Review of digital properties
- Interview Business Services staff to understand outreach and sales approaches and to determine:
 - Staff needs
 - Staff wants
 - Feedback from local businesses
 - Positive/Negative experiences
- Interview the CSCLM Director of Communications and Digital Marketing Manager to establish the 'why' to current marketing and promotional collateral and approaches
- Interview or survey a cross section of local businesses to determine gaps between our marketing assets and approaches and what is important to the business – what *would* engage them
- Review current organizational policies
- Review current website content and webpage structure
- Propose changes to print collateral
- Propose changes to digital properties
- Propose changes to in-person sales and marketing approaches
- Propose changes to website content and structure
- Identify areas where actual work varies from policy and may create a positive or negative impact on compliance. This will assist in determining if local policy can (or should) be changed based on State statutes and federal and state regulations
- Presentation of post-project summary to the CSCLM Marketing and Outreach Committee, and Board of Directors

Selection

All proposals will be reviewed by a selected review team from CSCLM management. Proposals will be reviewed for effective adherence to the requirements within this RFP, overall monetary value of the proposal and overall features and benefits of each proposal as they relate to other submitted proposals.

Proposals will be scored on how well they address the above criteria. Respondents that are to be considered for final selection may be asked to conduct an interview with CSCLM sr. management staff. This may be in-person or through a web-based product such as Zoom or Teams.

CSCLM management will review all proposals and will send the best proposals to be reviewed by the Executive Committee. Final selection and award will be made by the CSCLM Board of Directors.

Responses/Quotation of Rate(s):

Respondents must submit a proposal that provides a thorough explanation of their work approach to include addressing the components listed in the Overview and Scope of Work. At minimum, proposals should include:

- A signed letter endorsing the proposal from an authorized agent of the business that has authority to enter into a binding agreement
- A written overview of the proposed work to be done and the number of hours each component is anticipated to take.
- A detailed timeline of the project with benchmarks in a Gantt chart.
- Complete detailed breakdown of costs. Cost breakdowns may be provided for each work component or by project sprints. Regardless of how the monetary breakdowns are represented the total hours to completion must be provided. Terms for future reviews and updates after initial implementation may also be provided at the discretion of the respondent.
- Total proposed term of initial contract to completion. It is our goal to complete all revisions and implement changes within two (2) to four (4) months of contracting.

Future Rate Negotiation

CSCLM requires that the rates quoted are valid for at least six months from receipt of the proposal. Nothing requires CSCLM to re-negotiate quoted costs and any rate increases may cause us to seek other proposals. The respondent agrees to provide the services requested in this RFP for the rate(s) quoted

Stevens Amendment

Programs delivered by CareerSource Citrus Levy Marion are supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling \$14,000,000.00 with no percentage financed from non-governmental sources. We are estimating costs for services requested in this RFP to be approximately \$10,000 depending on the depth of work suggested. However,

we will review all proposals outside of this estimation if the services offered warrant a higher cost or may provide other value that was not included or requested in this document.

Proposal Submission Deadlines

This request for proposals was released on December 12, 2024. Following is the anticipated schedule for proposal review and selection. Any change to this timeline will be publicly posted on our website at: <https://careersourceclm.com/about-us/work-with-careersource-clm/>.

Respondents may submit questions regarding this request to the following e-mail address: dfrench@careersourceclm.com. Questions and responses will be posted publicly at the web address above by Monday, December 23, 2024.

Proposals due:	4:30pm January 10, 2024
Proposal review:	January 13-17, 2024
Respondent Interviews	January 20-24, 2024
Executive Committee selection:	February 10-14, 2024
Appeals to process due:	February 19, 2024
Board approval of selection:	March 12, 2024

Responses

Respondents must submit their proposal in a single electronic file in .PDF format via e-mail by 4:30pm on Friday, January 10, 2024 to: Dale French, Executive Vice President: dfrench@careersourceclm.com. Submission e-mails should be marked "Consulting Proposal" in the subject line for ease of identification. The primary contact for this request for proposals is:

Dale French
CareerSource Citrus Levy Marion
2703 NE 14th Street Ocala, FL 34470
(352) 732-1700, Ext 2204/FAX (352) 873-7910
dfrench@careersourceclm.com

CSCLM shall have the right to terminate this request if it fails to receive funding appropriate to continue operation. In such event, CSCLM shall give 30 days' advance notice of intent to do so, or, if funding is not established in time to allow such, then such shorter period of notice as is possible, provided, however, that notice in no event shall be less than 30 days. CSCLM reserves the right to make no award on this RFP, if most advantageous to CSCLM.

Parties wishing to appeal or protest the selection and recommendations of the Executive Committee should file a written protest within three business days of the committee's action. Such protest should include the basis of the protest and any other pertinent materials which the party wishes to have considered as justification for its protest.

Letters of protest should be addressed to:

Carl Flanagan, Chairman
CareerSource Citrus Levy Marion
2703 NE 14th Street
Ocala, FL 34470

Upon receipt of a protest, the Chairman will convene a meeting of the Executive Committee. All parties involved in the protest will be notified of the protest and the time and place of the hearing of the protest by the Executive Committee. Any affected party may present, in writing, a response to the protest for consideration by the Executive Committee.

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by using TTY/TDD equipment via the Florida Relay Service at 711. If you need accommodations, call 1-800-434-5627 ext. 7878 or e-mail accommodations@careersourceclm.com three business days in advance. A proud member of the American Job Center network,