



**The Southwest Ohio Region  
WORKFORCE INVESTMENT BOARD**

**REQUEST FOR QUALIFICATIONS AND QUOTATIONS  
FOR MARKETING SERVICES**

**BID DEADLINE EXTENSION: NOW AUGUST 15, 2017**

**Original Bid Release: May 25, 2017**

**NO Pre-bid Conference**

**Original Deadline for Bids was July 10, 2017**

The Southwest Ohio Region Workforce Investment Board invites you to submit a written proposal to provide Marketing Services. This work will be procured as a consultant on a 1099 tax form for which no taxes or withholdings will be covered by the SWORWIB. The Bidder can submit a proposal based on an hourly rate basis or by a monthly charge. Payment will be monthly after submission of an invoice of services the 10<sup>th</sup> of each month.

### **Background**

The Southwest Ohio Region Workforce Investment Board (SWORWIB) is a 12 year-old 501(c)(3) non-profit entity in the State of Ohio under contract with Hamilton County and the City of Cincinnati to provide business leadership and oversight of the use of Workforce Innovation and Opportunity Act of 2014 (WIOA) dollars for the development, maintenance and improvement of the public workforce development system. The SWORWIB board is comprised of 50 board members with 51% business representatives and the remaining public, nonprofit community and other partners. There are seven committees to be managed throughout the year with different meeting schedules. The SWORWIB office activities span the board work, grant applications, marketing, newsletters, special projects, presentations and events, responding to audits and other business required activities for implementing core efforts. The SWORWIB is funded with federal (WIOA) dollars that are funneled through the State of Ohio to various counties and municipalities that then subcontract through the Local Workforce Area (LWA) which, in this case, is Ohio Area #13, serving the City of Cincinnati and Hamilton County. The SWORWIB is the provider of WIOA programs in this LWA. The entity has a One Stop Employment Center known as the OhioMeansJobs Center of Cincinnati and Hamilton County and located at 1916 Central Parkway. The OMJ Center facility is three full floors, 45,000 square-feet with an adjacent two-story parking structure. The SWORWIB has a lease with Hamilton County as part of a state based Memorandum of Understanding for multi-agency participation in facility costs that the SWORWIB negotiates and manages. The SWORWIB is also funded with private and foundation resources.

### **Marketing Services**

The SWORWIB has a small team of specialist contractors to minimize public funds dedicated to administrative costs rather than direct service delivery to employers and jobseekers and youth both in-school and out-of-school. We are also assisting the State of Ohio with the new Kasich initiative known as the Comprehensive Case Management Employment Program refocusing public support resources on educational completion and employment training.

Working with specialist contractors has been very successful so we are now seeking that kind of assistance for our marketing services. We expect interested bidders to be able to produce the necessary work products on a less than 15-20 hours a week schedule and could utilize two or more individuals for certain activities thereby being highly focused on getting the work completed and kept updated while the President and other contractors are primarily in and out of the office for their priority activities. These services are expected to keep the SWORWIB highly functional, technically updated in soft and hard copy files and well-planned for all efforts.

The quote summary on page two and certification on page two must be completed and signed as the front page of your proposal submission.

**WE QUOTE YOU AS INDICATED ON THIS ATTACHED REQUEST FOR QUOTATION**

Individual Contractor or Firm Name: \_\_\_\_\_ Date \_\_\_\_\_

Signature: \_\_\_\_\_ Title \_\_\_\_\_

Quotation Amount: Year 1: \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ Date: \_\_\_\_\_

**CERTIFICATION OF BID QUOTATION AND/OR VENDOR**  
(Required to submit with Bid)

I certify this bid/quotation is not made in connection with any other bidder submitting a bid for the same commodity(s) and this bid is in all other respects fair and without collusion, fraud or conflict of interest.

I additionally certify, by affixing by signature below and submission of this bid/quotation, or proposal, that neither I nor my principals are presently disbarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal or State department or agency.

I hereby certify and verify that the establishment/facility/individual business person making this bid/quotation does not discriminate on the basis of sex, race, color, religion, ancestry, national origin or disability.

Concerning the certifications above, if you are unable to certify to any of the statements in this certification, attached an explanation to your bid/quotation, proposal or vendor application.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_



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WORKFORCE INVESTMENT BOARD

**REQUEST FOR QUALIFICATIONS AND QUOTATIONS**

**SEND PROPOSALS BY MAIL OR EMAIL TO:**

*Sherry Kelley Marshall, President/CEO SWORWIB*  
*100 Scarlet Oaks Drive, Building 100, Room 102*  
*Sharonville, OH 45241*  
*513-612-3643*  
*smarshall@SWORWIB.org*

**Requisitioned Services for Request for Quotation:**

The SWORWIB requires a periodic marketing specialist for specific activities outlined below. With the workload for the President and other contractors, having a single point of contact dedicated to the marketing activities has proven most effective. We are interested in individuals or firms with deep and broad marketing experience that could be applied to our outreach and marketing efforts on flexible hours and days when such services are most needed in coordination with the President's schedule and that of various contracted consultants and service providers. The SWORWIB requires identification of a single point of contact to manage services to the SWORWIB and is amenable to deployed service providers who may be best able to provide unique and essential services but not interested in more hours than these tasks would consume. We recognize that bidders may have multiple workers who could be involved in delivery of our services, but we expect a Single Point of Contact (SPOC) to manage communications and assignment rather than expect the SWORWIB team to understand and manage the contractor's communications and staffing assignments. In the event of an absence or departure of the SPOC, an alternative contact must be identified and trained to the SWORWIB's specific needs under this service contract. Please review the SWORWIB marketing materials on [www.SWORWIB.org](http://www.SWORWIB.org) for best understanding of our needs.

The service being requisitioned in this Request for Quotations is a standard contract for services to be provided for marketing and outreach similar to what any nonprofit organization could reasonably expect in routine operations. Responders may bid for all marketing activities or specific activities, specifically:

- **Production of Monthly Newsletters** - through constant contact system, specially known as the NewsWIB Newsletter(s). We also periodically have either or both another monthly NewsWIB focused on Labor Market Information or Employers, Youth Services, Training, etc. We welcome bidder's ideas about regularity and topic specific considerations as well as redesign of the Constant Contact framework for the NewsWIBs. Newsletters are posted on [www.SWORWIB.org](http://www.SWORWIB.org) where you can see samples of what we hope to continue and improve.
- **Management of the Constant Contact Contract** - The Marketing Services Contractor will be responsible for adding and deleting contacts through the Constant Contact system; as well as any design changes, etc.
- **Production of Stories and Advise for the Annual Report** - The Annual Report is produced between July and September with an Annual Report consultant and then posted on [www.SWORWIB.org](http://www.SWORWIB.org) where you can view the past reports to get an idea of story development and collection of information from other

contracted or public entities, to design, to final edit, to printing and shipping of the finished product, as well as electronic version for posting on the website and otherwise having available by request.

- **Event and Activity Management**, for which you can learn about efforts from reading the NewsWIBs on-line, and for which the standing events are the Public Officials Forum every year after key elections, any public forums related to maintaining and updating the Southwest Ohio Region WIOA Strategic Plan; preparation of the Annual SuperAwards at the Annual Meeting in February each year, preparation of the script for awarding these trophies, coordination of photography and release of photos to each awards winner as the key known activities.
- **PowerPoint Presentations**, for which the Marketing Contractor who bids for this work will coordinate with the President to clip together and create any new contact depending on the purpose for the PP Presentation.
- **Annual Fact Sheets, Press Release Posting on Websites or sending to media, or Other Informational Flyers or Materials** – developed on an as needed basis.

#### **Required Technical Skills:**

Microsoft Office knowledgeable and experienced in Word, Excel, PowerPoint as well as Outlook through 0365 for email management. Must be able to work with Adobe PDF and disk storage systems. Capable of learning new software and data management systems. Able to transport materials and equipment to meeting sites. Able to keep control of critical documents during meetings and return them for conversion to PDF and filing. Well organized to keep records in good and understandable order. Cooperative, helpful and flexible

#### **Other:**

Open to other assignments as time and ability permits that may be unique to a single event or become ongoing as talent and experience provide the opportunity.

### **Proposal Format**

Bid responses will be reviewed as received and considered at submission. All costs related to this request should be included in the quotation. Following the award of the contract and if mutually agreed to by both parties, this contract will be termed for a three year period and may then be extended for (2) additional one-year periods. The price will remain unchanged for the first two years of this contract. Pricing for year 3 should be submitted at time of this bid. In no instance shall the pricing of the extended years exceed 5% of the original quote.

The Proposal Format has been prepared to facilitate the submissions. Proposers are required to include the signed Quotation and Certification Form. The following Proposal Content Outline should be used and include all of the following:

- Signed Quotation and Signed Certification Form
- Qualifications of person(s) who will undertake the work identified in this quotation response.
- A short biography and resume will suffice.
- Identification of non-profit or small business experience.
- Plan of action for undertaking the work identified and proposal for starting time if selected.
- Two references with direct experience on related marketing kinds of services.
- Please provide a monthly fee schedule or hourly rate to simplify proposal analysis.

The quotation proposal must address all portions of the above and may be amended prior to the negotiated contract with a selected provider. SWORWIB reserves the right to request clarification or correction to proposals, to reject any and all proposals, or to cancel the RFP in its entirety at its sole discretion. Only the selected proposer will be contacted.