



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

Request for Proposals
Social Media Management Services

Bid Release Date: March 23, 2018

NO Pre-Bid Conference but Interested Bidders Can Write to smarshall@SWORWIB.org

Deadline for Receipt of Response: May 1, 2018

The Southwest Ohio Region Workforce Investment Board (SWORWIB) invites interested bidders to submit a written proposal to provide Social Media Management 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 basis related to the identified work products. Payment will be monthly after submission of an invoice for services no later than the 10th of each month.

Background

The Southwest Ohio Region Workforce Investment Board (SWORWIB) is an established 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 up to 50 board members with 51% business representation and the remaining public, nonprofit, community and other partners. There are nine committees to be managed throughout the year with different meeting schedules. The SWORWIB office activities span the board work, grant applications and management, marketing, newsletters, special projects, presentations and events, responding to audits and other business required activities for implementing core and special 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) that, 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.

The SWORWIB has a variety of contractors on the team and now wishes to have the social media activities (LinkedIn, Twitter, FaceBook) separated from the President&CEO's identity and maintained separately. The SWORWIB also has a part-time bookkeeper and a volunteer treasurer and officers all of whom work with the President&CEO to handle all accounting activities. This situation sometimes impacts the speediness of invoice processing so the winning bidder must understand the importance of timely submission of work product reports and payment invoice.

General Approach to 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, jobseekers and youth both in -school and out-of-school. We are also assisting the State of Ohio with the a statewide program known as the Comprehensive Case

Management Employment Program (CCMEP) 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 social media services. We expect interested bidders to be able to produce the limited work products on a less than 5-10 hours a week schedule and could utilize one 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 specialized contractor services are expected to keep the SWORWIB highly functional, technically updated in soft and hard copy files and well-planned for all efforts.

Social Media Consulting Objectives

The SWORWIB social media outlets were historically set up with Facebook, Twitter, & LinkedIn through the President/CEO personal accounts. Although the SWORWIB has had marketing consultants who completed entries at the request of the President, the initiative for entries was driven from the President rather than the initiative and creativity of the previously employed or contracted marketing talent.

The SWORWIB now wishes to achieve two key objectives for which interested bidders can bid for one or another or both of the options:

- ❖ **OPTION 1:** To contract talent that knows how to set up organizational accounts for these three social media elements and carryover as much historical record as possible. This is the most critical and essential Social Media task before the SWORWIB. Bidders must comment on their experience in all three of the outlets and their experience in establishing organizational accounts separate from the individual leadership and confirm they know how to separate from the President's "profiles" AND create a separate SWORWIB organizational account. Since this is not an ongoing body of work, those interested in this work need to indicate separate "one-time" pricing for this task.
- ❖ **OPTION 2:** To contract talent that has experience and interest in minimal social media posting and presence on and with the SWORWIB organizational social media outlets. Bidders interested in this limited but routine activity need to advance their recommendation on level of monthly activity and define how they will know what is worthy or best for the SWORWIB in these venues.

The SWORWIB retains talented providers to produce a periodic newsletter through Constant Contact, our Annual Report to the Community, periodic white papers and/or research summaries related to our product delivery and other documents and information shared with the industry and general public through our website, also maintained through a selected bidder, at www.SWORWIB.org.

The Quote Summary and the Certification on this page must be completed and signed as the front page of your proposal submission
FULL INFORMATION ON THE PROPOSAL REQUIREMENTS IS ON PAGES 4-5

WE QUOTE YOU AS INDICATED BELOW

Individual Contractor or Firm Name _____

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 my signature below and submission of this bid/quotation/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 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.

Signature: _____ Date: _____

Print Name: _____ Title: _____



REQUEST FOR QUALIFICATIONS AND QUOTATIONS

Please quote on the following services and mail or deliver your hard copy response as soon as possible and no later than 3:00 p.m. MAY 1, 2018

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

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 two-year period and may then be extended for (up to 2) additional one-year periods. The price will remain unchanged for the first two years of the 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 the following:

- Signed Quotation and Signed Certification Form
- Qualifications of person(s) who will undertake the work identified in this quotation response, such as a short biography and full resume.
- 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 knowledge and/or experience with the proposer.
- Provide a monthly fee schedule or hourly rate with proposed number of hours in order for the SWORWIB to simplify proposal analysis.

With the workload for the President and other contractors, having a single point of contact (SPOC) 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.

The quotation/proposal/bid 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. The SWORWIB operates its procurement on the priority value of "best and least cost". Only the selected proposer will be contacted.