



**WORKFORCE BOARD LEHIGH VALLEY (WBLV)
REQUEST FOR VENDOR QUOTES
For
OUTREACH/MARKETING CONSULTANT(S)**

ISSUED: March 2, 2023

Deadline for Submission: March 24, by 3:00 p.m. (EST)

Workforce Board Lehigh Valley
555 Union Boulevard
Allentown, PA 18109
www.lvwib.org

WBLV reserves the right to modify the enclosed specifications

In accordance with [Public Law 101-166](#), Section 511, known as the Steven's Amendment, this Request for Quotes (RFQ) is 100% funded with Federal funds. The Agreement to be entered into as a result of this will also be 100% funded with federal funds

INTRODUCTION

The Workforce Board Lehigh Valley (WBLV) oversees the operations in the PA CareerLink® Lehigh Valley and its satellite centers where residents and citizens can access a variety of career services. The CareerLink® provides career services to the general public, as well as to individuals identified in the legislation funding the CareerLink®. This includes individuals with barriers to employment who meet the eligibility requirements listed in the grants awarded to the WBLV.

The WBLV is also responsible for delivery of services to employers of the Lehigh Valley by meeting their employee hiring and training needs. The WBLV Local Plan which describes its' organizational structure, and the services it provides is available for review at www.lvwib.org. Interested proposers are encouraged to review the Plan in order to gain a better understanding of the marketing and outreach needs of the WBLV.

REQUIRED SERVICES

Since the pandemic traffic in the PA CareerLink® Lehigh Valley and its satellite centers Has not returned to prior pandemic levels. Enrollment into classroom training and work-based training programs offered by the WBLV has also lagged behind pre-pandemic levels.

The goal is to design and deliver social media and digital outreach campaigns that inform, educate and direct target audiences to services provided through the WBLV, delivered through the PA CareerLink®. The Lehigh Valley regional service area is known as PA CareerLink® Lehigh Valley.

The WBLV is seeking a Marketing Firm with social media and digital outreach capability including influencer ability, podcast development, and communication planning, with the ability to measure and report on the impact of executed strategies and campaigns. The campaigns to be designed will be expected to assist in bringin traffic back to the PA CareerLink® Lehigh Valley and its satellite centers as well as increase enrollments into the training programs offered. It is anticipated that the selected firm will target their outreach and marketing strategies based on available data that supports the strategies to be implemented.

The projected impact of the creative solutions proposed will be to promote the WBLV's programs and activities to employers and the targeted populations described above. Strategy success will be measured by:

1. Population reach
2. Engagement and traffic increase in the CareerLink®
3. Increases in enrollment into courses of training in Lehigh Valley post-secondary and technical schools and into work based training options
4. PA CareerLink® Lehigh Valley website link clicks
5. Audience outreach and response to the strategies including podcasts

The WBLV would like to be able to select from the following activities and services based on a timetable to be agreed upon between the WBLV and the selected provider:

1. The creation of advertising/marketing artwork for television, digital, web, radio, and print media, from inception to completion, including data- based advice on placement of the ads.
2. The development, creation and execution of digital marketing, web and social media strategies for outreach/promotional purposes including recommendations and execution, with analytics and key marketing indicators.

This includes:

1. *Planning*: Design comprehensive, social media campaigns to engage eligible populations and direct them to the CareerLink®.
 2. *Production*: Write, design, capture, and produce all social content. Including social post copy and graphics for WBLV social media and digital channels. The WBLV will assist in providing context.
 3. *Campaign Development*: The WBLV will identify program areas around which proposer will be tasked with developing a campaign appropriate for the activity or target population which include employers that the WBLV is trying to reach.
 4. *Paid Media Strategy*: Develop unique platform-driven strategies to increase awareness, consideration and conversion of target audiences through paid media planning and buying including, but not limited to targeted digital ads on multiple platforms (e.g., Facebook, Google, Instagram, Twitter, etc.).
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1. *E-mail Outreach*: WBLV will provide the selected firm with the goal they wish to accomplish and will rely on the selected firm to identify the best way to reach the target audience through proven data -based approaches proposed email strategies should include effective to assure its impact.
 2. *Optimization*: The selected firm will be expected to have the ability to evaluate and report on the effectiveness of each campaign or strategy and to make data based course corrections.
 3. *Bilingual Content Development*: Create content in the top two (2) languages, English and Spanish, which are spoken in Lehigh and Northampton County.
 4. *Account Management*: WBLV will work with the selected firm to create a calendar of required initiatives, and associated costs and will expect the firm to meet all required deadlines as well as to provide immediate assistance for

unexpected events such as job and career fairs, community events, pop up events, flyers, posters, social media, notices, employer open houses and more.

5. Firm representatives will be expected to attend meetings as requested.

EVALUATION CRITERIA

- a. Evaluation criteria:
 - i. Sample outreach and marketing materials developed for other clients (15 points)
 - ii. Capacity to deliver the services proposed (25 Points)
 - iii. Experience providing the services proposed (25 Points)
 - iv. The organization's qualifications and the qualifications of the individuals to be assigned to the project (20 Points)
- b. The reasonableness of the proposed budget (15 Points)

WHO MAY APPLY

Workforce Board Lehigh Valley is seeking the services of experienced marketing and communications consultants or firms that have been in business at least three year to provide services. As appropriate, the WBLV reserves the right to contract with multiple vendors based on their specific area of expertise rather than working with just one vendor.

Vendors can propose to provide all or any portion of the activities and services outlined under Required Services described on pages 2-4.

CONTRACT TERM

Contracts will be written for a 12-month period renewable for four (4) successive 12-month periods at the discretion of the WBLV. Budgets for each contract period will be separately negotiated.

QUESTIONS

Questions regarding this Request for Quotes should be submitted through the WBLV website at info@workforcelv.org by 3:00 p.m. on March 17, 2023._____

WBLV will make every effort to post responses within two business days. The WBLV will not be able to respond to individual phone inquiries, nor will the WBLV email responses on an individual basis. It will be the proposer's responsibility to check the WBLV website for responses to their questions.

Please do not contact WBLV, their elected officials or board members directly as this may result in your quote being voided and not considered.

Modifications and clarifications to this request for quotes will be posted on the WBLV website, www.lvwib.org, along with answers to any questions posed.

REQUEST FOR QUOTE SUBMISSION

RFQ DUE DATE AND REVIEW PROCESS

All dates are subject to change by WBLV

EVENT	DATE and TIME
RFQ Issued to the Public	March 2, 2023, 8:00 AM
Deadline for Submitting Written Questions to WBLV	March 17, 2023, 3:00 PM
Deadline for RFQ Submission	March 24, 2023, 3:00 PM

Late Quotes will not be accepted.

1. Quotes should be submitted via email in both MS Word and PDF formats addressed to info@wowrkforcelv.org.
Subject Line: Outreach Quotes Response.
2. The quote should contain the following information in the order stated below, so that reviewers will find it easy to compare the proposals:
 - a. A letter of transmittal signed by an authorized representative of the organization. This letter of transmittal must state the names of the individual (s) authorized to negotiate with WBLV and sign contracts on behalf of the organization.
 - b. The RFQ Application Cover Page.
 - c. An executive summary.
 - d. A short history of the organization and its experience and knowledge in Outreach Services as outlined in this RFQ.
 - e. A description of similar projects performed.
 - f. The names, resumes and a summary of the experience of individual(s) to be assigned to the project.
 - g. Three business references.
 - h. Must provide a detail budget and budget narrative.

RFQ APPLICATION

Business Name: _____

Business Address: _____

Firm Principal:

Numbers of Years In Business

Contact Person: _____

Title: _____

Email: _____

Telephone Number: _____

Fax Number: _____

SAM # _____

Duns #: _____

Federal ID # _____

Minority Business Owner: _____

Certifying Agency: _____

Signature: _____

Date: _____

1. An Executive Summary

In 250 words or less please describe what your firm has done to familiarize itself with the WBLV its vision, mission and goals. Based upon your understanding of our organization and programs describe the approach you will recommend for connecting with job seekers and employers in our community.

2. Experience

Please describe your experience in developing marketing and outreach campaigns in each of the categories listed in each of the category areas listed in the specifications

3. Please include a sample of work (can be a link to the work) completed by your firm in the following areas along with the metrics to determine the success of the campaign:

- a. Press Release
- b. Social media campaign
- c. Collaterals /Flyers
- d. TV/Videos ads
- e. Web based ads

4. Organizational Information

- a. Please provide an organizational chart
- b. Identify the principal or partner to be assigned to our project
- c. Identify the members of your firm and indicate their expertise and experience in the areas of outreach and data measurement identified in the specifications
- d. The names, resumes of individual(s) to be assigned to the project.

5. Describe your approach to this project

6. Provide an estimated budget by project:

- a. Ongoing social media campaign
- b. Weekly podcast development and delivery
- c. Job seeker and employer recruitment
- d. Paid media strategies
- e. E-mail outreach
- f. Campaign data collection and evaluation
- g. Bilingual campaigns
- h. Attendance at meetings

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WBLV will negotiate the costs with the selected proposer for each separate deliverable.

7. Please provide three business references, you have worked with in the past 5 years. Include contact, address, phone and email as well as projects completed for each reference.