



**REQUEST FOR PROPOSAL**

**COMMUNICATIONS and RECRUITMENT PLAN  
DEVELOPMENT  
and  
IMPLEMENTATION**

**for**

**LOCAL WORKFORCE AREA 14 – WESTERN ILLINOIS**

**June 30, 2022 – July 31, 2023**  
*option for two one-year extensions*

**Release Date: May 26, 2022**  
**Proposals Due: June 23, 2022**

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**BACKGROUND**

Western Illinois Works, Inc., a non-profit organization, serves as the administrative and fiscal agent for the Workforce Innovation Board of Western Illinois (WIB). In that capacity, the WIB receives funds from the Illinois Department of Commerce and Economic Opportunity to plan and ensure the availability of workforce development programs and activities within nine rural counties in western Illinois. These counties are Adams, Brown, Hancock, Henderson, Knox, McDonough, Pike, Schuyler, and Warren. The WIB serves as the region’s convener on workforce matters, regional strategic planner and connector to workforce resources.

**PURPOSE:**

Western Illinois Works is seeking a qualified Marketing and Communications professional group and/or individual (“Consultant”) to provide services for the development and implementation of a communications and recruitment plan for LWA14 Western Illinois.

The communication and recruitment plan elements include a focus on public awareness, business services, job seeker recruitment and out of school youth recruitment.

Implementation of the communication and recruitment plan will include:

- develop content for each website and Facebook page
- utilize multiple social media tools
- develop content for newsletters and recruitment materials

**ELIGIBLE RESPONDENTS**

The bidder must demonstrate previous experience, the capacity to develop a communications and recruitment plan and the capacity to implement the plan.

**QUALIFICATIONS**

The bidder must demonstrate knowledge of WIOA programs, WIOA priority population, and the role of the WIB.

The bidder must be in good standing to receive federal funding.

**TIMETABLE**

<b>Timeline</b>	<b>Date</b>
RFP Issued	May 26, 2022
Deadline for RFP Inquiries for Clarification	June 17, 2022
Posting of Answers to Inquiries	Ongoing thru June 17, 2022
	at this website:
	<a href="http://www.wiworkforce.com">www.wiworkforce.com</a>
Applications Due	June 23, 2022
Contract Selected Projected Date	Scheduled for June 29, 2022
Execution Date Projected Date	Scheduled for June 30, 2022

## **SCOPE OF WORK**

The bidder will propose a plan that outlines specific activities for each focus area. The plan must include a timetable for development and implementation of the proposed activities.

Required activities include, but are not limited to:

- Develop a communications and recruitment plan for the region that will increase awareness of the Workforce Board and the mission of the Board;
- Develop communications and recruitment plan for business services;
- Develop a communications and recruitment plan for job seekers;
- Develop a communications and recruitment plan for out of school youth;
- Implement the plans through content development for the following websites;
  1. [www.WIWorkforce.com](http://www.WIWorkforce.com)
  2. <http://www.westernillinoiswioapartners.org>
  3. [www.westernillinoisworks.net](http://www.westernillinoisworks.net)
- Implement the plans through social media; and,
- Implement the plans through additional avenues, such as online, print, periodic reports, and newsletter.

## **EVALUATION CRITERIA**

Organization Background and Experience – experience in providing the same or similar services. 10pts

Program Description – completeness of project and services outlined in the RFP Scope of Work. 35pts

Deliverables and Timetable – schedule of products to be developed and delivered. 20pts

Staffing Plan and Qualifications – the experience and qualifications of staff identified to provide services and reasonableness of staffing plan. 15pts

Financial Management Plan and Budget – Cost of services, overall cost, evidenced fiscal capacity, experience with grants, absence of previous monitoring or audit findings. 20pts

TOTAL POINTS 100pts

**Failure to complete Attachment A, Attachment B and Attachment C will disqualify the proposal.**

## **CONTRACT and PROPOSAL INFORMATION**

- Bidders are required to follow the guidelines contained in this document in preparing proposals. Guidelines address both the structure and the content of the proposal. Proposals not adhering to the guidelines and/or instructions may not be reviewed or considered for selection.
- All proposals submitted in response to this RFP will be subject to review to meet qualification for evaluation by the Evaluation Committee.
- This RFP does not commit WIB/Western Illinois Works to award a contract, to pay any costs incurred in the preparation of a proposal, or to procure or contract for services or supplies prior to issuance of a written contract document.
- Proposals submitted in response to the RFP and not selected for funding will not be returned.
- The final proposal, including any revisions made because of negotiations or modifications, submitted by the selected bidder will become part of the contract.
- Proprietary rights to all data, materials, documentation, and products originated by and prepared for WIB/Western Illinois Works pursuant to the contract shall belong exclusively to WIB/Western Illinois Works.
- The bidder will be prohibited from disseminating products and information developed under the contract without the prior written consent of WIB/Western Illinois Works.
- Western Illinois Works will meet with the selected bidder prior to finalizing the contract. The purpose of the meeting will be to make sure both parties share the same understanding of the project goals, activities, outcomes, billing schedule and billing submittal procedures.
- The President/CEO of Western Illinois Works is authorized to accept, modify, and approve or reject the services furnished by the bidder.
- Payment for services provided under the contract shall not be construed as evidence of the Western Illinois Works acceptance of the project deliverables. The bidder will provide copies of all written deliverables in draft and final form to Western Illinois Works. Should Western Illinois Works reject any or the entire project deliverables, the President/CEO will notify the bidder in writing and cite the reasons for the rejection.
- The proposal may be modified to include additional tasks reasonably related to the initial project with necessary funding to support completion of those additional tasks provided as appropriate.
- Requests for any modification to the original proposal must be submitted in writing to Western Illinois Works.
- Final approval of modifications requiring formal action will be the authority of Western Illinois Works.
- The WIB/WIW retains the right to accept or reject any or all proposals received. It also retains the right to negotiate with any qualified party, or to cancel in part or in its entirety this RFP process.
- All contract payments will be on a cost reimbursement basis.

## **SUBMISSION REQUIREMENTS**

A completed application must be received by the Western Illinois Works by **5:00 p.m. CDT on June 23, 2022.**

Applications should be submitted using Times New Roman, 12-point font.  
Applications must include Attachment A, Attachment B, and Attachment C.  
Attachment A must be signed by an individual authorized to represent the organization.

Applications must be submitted by email to: [lwa14@grics.net](mailto:lwa14@grics.net) .

Questions must be submitted by email to: [lwa14@grics.net](mailto:lwa14@grics.net).  
Responses will be posted to the website: [www.WIWorkforce.com](http://www.WIWorkforce.com).

**It will be the responsibility of the bidder to obtain verification of receipt of the application.**

**No application will be accepted after the date and time noted above.**

**Western Illinois Works reserves the right to reject any or all applications, or parts thereof.**

**All bidders will be notified in writing concerning their application.**

## **APPEAL PROCESS**

Bidders may appeal decisions to the Executive Committee of the Workforce Innovation Board of Western Illinois, and to the Chief Elected Officials Consortium of Western Illinois. The appeal process is on file with the Fiscal Agent.

**BIDDER QUESTIONNAIRE**

Please use as much space, including adding additional pages, as needed for complete responses to all questions below.

<b>Name of Bidder</b>	
<b>Title</b>	
<b>Name of the Firm under which you do business</b>	
<b>Authorized Contact, if different from Name of Bidder above</b>	
<b>Name and Title of person authorized to sign agreements for Bidder (if different from Authorized Contact above):</b>	
<b>Address</b>	
<b>City, State, Zip Code</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Email</b>	
<b>Website</b>	
<b>Type of Organization: (check all applicable):</b>	
<input type="checkbox"/> <b>Individually – Owned</b> <input type="checkbox"/> <b>Partnership</b> <input type="checkbox"/> <b>Joint Venture</b> <input type="checkbox"/> <b>Corporation</b>	
<input type="checkbox"/> <b>Private</b> <input type="checkbox"/> <b>Public</b> <input type="checkbox"/> <b>For Profit</b> <input type="checkbox"/> <b>Non-Profit</b>	

**If a corporation, enter the date of incorporation and the State in which incorporated:**

**Date:** \_\_\_\_\_ **State:** \_\_\_\_\_

**FEIN**

**Number of employees**

**Number of years Firm has been in  
business under the present Firm Name**

**Other names Firm has done business  
under, indicate the dates, locations, and  
number of years for each**

**List, if any, all current litigation, outstanding judgments and/or liens:**

**Submitted by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_  
(Electronic Signature acceptable)



**NARRATIVE**

Proposals will be selected for funding based on the information provided and funding will be contingent on successful negotiations with the bidder and the provision of supplementary information.

1. **Organization/Bidder Background and Experience**
  - Briefly describe the purpose, activities, and services of your organization.
  - Describe your experience and performance in providing proposed services including knowledge of WIOA.
2. **Description of Project**
  - A detailed description of the activities to accomplish the Scope of Work.
  - Identify any unique activities that would enhance the Scope of Work.
3. **Deliverables and Timeline**
  - A description of deliverables and timetable for submission.
4. **Financial Management Plan: Budget and Narrative**
  - Provide a budget and narrative justification for each budget line item. All costs reflected in the budget must be necessary and reasonable.
  - A statement of the capability of your organization to assume financial liability for disallowed costs resulting from an audit of this program.
  - Previous experience with federally funded programs and compliance with OMB circulars.
  - If you are requesting funds to cover indirect costs, provide a copy of your approved indirect cost rate document or applicable cost allocation plan.
5. **Staffing Plan and Qualifications**
  - List all staff and their role/position with respect to this program.
6. **Examples of Relevant Work**
  - Provide examples of relevant work that documents the bidders qualifications.
7. **References**
  - Provide three references including name and contact information.

**BUDGET**

<b>LINE ITEM</b>	<b>BUDGET AMOUNT</b>
Wages-Staff	
Fringe Benefits	
Staff Travel	
Rent	
Insurance/Bonds	
Supplies	
Communications	
Copying/Printing	
Utilities	
Equipment	
Other (Provide Details)	
<b>TOTAL BUDGET</b>	