

Workforce Florida, Inc.

Invitation to Negotiate for Public Information and Outreach Services

November 14, 2013

PURPOSE. In accordance with this corporation's practices and guidelines that call for periodic evaluation of external vendor services, Workforce Florida, Inc., issues this Invitation to Negotiate (ITN) with the purpose of eliciting responses from full-service marketing and public relations firms interested in contracting with Workforce Florida to provide comprehensive, multi-faceted marketing and public relations services to facilitate increased public awareness of workforce system services and resources, enhanced public and stakeholder education and greater collaboration among strategic partners. Workforce Florida seeks to establish a contract with the possibility of annual renewals for a total of four years.

In establishing a vendor relationship for marketing and public relations services, Workforce Florida is seeking a partner to provide support for proactive and reactive communications, employing numerous tools and tactics, as the workforce system continues its work to help Floridians enter, remain and advance in the workforce while strengthening the state's business climate. This will require executing to Workforce Florida's communications priorities in support of corporate and system-wide goals and delivering on-demand services, including but not limited to, branding, graphic design, public and media relations, public affairs, media buying, other creative services, web/interactive, annual and special report development, social media, printing, media production, advertising, copywriting, collateral development, speechwriting and developing talking points and presentation materials for key staff and stakeholders as well as ad hoc plans and strategic communications planning.

Strong and effective communications is integral to every facet of Workforce Florida's work to support its policy board and advance staff-led efforts to respond to the organization's short- and long-term demands and priorities to fulfill its role as the statewide workforce investment board. Expert communications support is needed to help professional staff execute to deliver on demand for statewide communications outreach in response to organizational goals and priorities targeting myriad, internal and external stakeholders/key audiences (both public and private). In accomplishing its communications objectives, Workforce Florida must not only be responsive but also continue to drive the strategic agenda for talent development to ensure the workforce system is responding to the needs of Florida employers, job seekers and workers — delivering the right skills to the right industries at the right time. With several new initiatives underway by Workforce Florida to enhance the efficiency and effectiveness of Florida's workforce system, the need to strengthen strategic and proactive communications is essential. For example, communications services are needed to complement professional staff efforts during the historic transition and continued brand-building of the new statewide unified workforce system brand, CareerSource Florida. (More information about this branding initiative is available at workforceflorida.com/careersourcefl.)

Also as the workforce system's success requires strong partnerships, efforts to respond to today's and tomorrow's workforce needs demand increasing and strategic collaboration with statewide agencies, organizations, businesses and other entities for whom talent development and workforce quality is a top priority. This reality drives Workforce Florida's ongoing engagement with other statewide public-private organizations such as Enterprise Florida, Space Florida and Visit Florida as well as many other state-level key players including, but not limited to, the Florida Chamber and Florida Chamber Foundation, the Florida Economic Development Council, the Florida Energy Workforce Consortium, the Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida.

BACKGROUND. Workforce Florida is the public/private corporation established by the Florida Legislature to provide policy direction and general oversight to the state's workforce development system. As established in Chapter 445, Florida Statutes, this workforce system is comprised of the Workforce Florida Board, the Department of Economic Opportunity, which serves as the administrative and fiscal entity for the Board, the 24 locally directed regional workforce boards, and a host of other state and regional partners. A board of directors largely appointed by the Governor oversees the activities of Workforce Florida and the delivery of workforce services. Workforce Florida is managed by a president and professional staff located in Tallahassee.

The workforce development system in Florida serves two primary customers – employers seeking skilled workers and job seekers. Workforce development services are provided to these customers primarily through the 24 regional workforce boards throughout the state, which are chartered by Workforce Florida, as well as through the systemwide virtual job matching and labor market tool, the Employ Florida Marketplace at employflorida.com.

There are within the state of Florida nearly 100 One-Stop Career Centers that provide the gamut of workforce-related services to those individuals seeking jobs, those employed individuals needing skills upgrades to retain their jobs and to businesses seeking to fill vacancies or stay competitive by upgrading the skills of their existing workers. "Workforce services" for job seekers generally include work skills assessments, job training and job referrals. The One-Stop Career Centers also provide services to persons who present the challenge of being on welfare or transitioning off welfare to gainful employment. Business services provided by professionals trained to work directly with employers focus on helping businesses of all sizes analyze their workforce needs and develop solutions that support their hiring, training and retention of a skilled workforce. Business services include recruitment, skills assessments, hiring and training grants, and labor market and economic information.

At the state level, among the key initiatives currently led by Workforce Florida are the branding initiative to transition the workforce system from the current existence of myriad brand names, which has resulted in low marketplace awareness of services and resources available statewide, to a universally branded system with a master brand, CareerSource Florida, and 24 aligned regional brand identities as well as an expanding business engagement initiative to enhance business development services throughout Florida and increase the number of employers using these services, often available at no charge, to meet their workforce needs. Other key initiatives of Workforce Florida include the nationally recognized training grant programs Incumbent Worker Training (IWT) and Quick Response Training (QRT).

Potential respondents are encouraged to visit the Workforce Florida website at www.WorkforceFlorida.com for more information about Workforce Florida and Florida's workforce system as well as the Employ Florida Marketplace at employflorida.com.

CONTRACTOR QUALIFICATIONS. Through this ITN, Workforce Florida intends to select and negotiate a contract with a marketing and public relations firm within the following parameters:

1. Local Firm. For a variety of reasons, including the criticality of on-demand and timely daily assignments, the firm Workforce Florida selects must be located in Tallahassee. To be considered, a firm must have been in business in Tallahassee under its existing name and/or basically the same business structure for not less than one year from the date of issuance of this ITN.
2. Experience. Workforce Florida is interested in contracting with an integrated communications firm that has significant experience in all phases of advertising, public relations, media relations, public affairs and marketing services to a statewide market. That experience will be demonstrated by listing recent/current projects the firm has managed.
3. Capacity. Workforce Florida is interested in contracting with a firm that has significant in-house capacity and is able, as much as possible, to create and roll out a marketing program within its own capacity. Workforce Florida is not interested in contracting with a firm that is routinely required to utilize a number of outside contractors over which Workforce Florida has no control. That capacity will be demonstrated by listing the education and work experience of the firm's staff and describing in-house creative capabilities. The firm also must be able to provide on-the-ground technical assistance, expertise and support for Workforce Florida-related meetings and events held throughout the state.
4. Workforce Experience. In addition to the general firm experience mentioned above, it will be a great advantage if a firm has practical knowledge and experience working with a "workforce" organization(s), preferably in Florida, and any statewide partner organizations such as those outlined above under the section "Purpose." Many of the 24 regional workforce boards maintain their own marketing services agreements – and demonstrating such experience, if applicable, that would be valuable. Also desirable is demonstrable work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.
5. Noteworthy Accomplishments & Awards. As a partial measure of the firm's quality of performance, it would be an advantage to Workforce Florida if the firm and/or individuals within the firm have been recognized for exemplary achievement.

SUBMISSION OF RESPONSES. Firms interested in submitting a response to this Invitation to Negotiation must submit the following documents:

1. "Firm Questionnaire" – Respondents will provide information regarding the firm that addresses the preferences listed above. This information will be provided in the format required in the attached document of the same title.

2. “Examples of Work Product” – Respondents will provide examples of work product that they feel best illustrates the capabilities and talents of the firm and its individual members. This work product may include examples of printed collaterals such as media kit materials, informational and promotional brochures and reports, advertising created for print, radio and online outlets and other outreach materials that illustrate strategy to campaign execution on behalf of clients. The work product should be product that was produced within the last three years. Each product that a respondent chooses to submit should reflect if any or all of the staff members who developed the product are still with the firm. Respondents should exercise some discretion when it comes to providing work product. Workforce Florida may choose to conduct a personal presentation by one or more of the responding firms and that would, of course, be an opportunity to provide more examples of work product.

Six copies of the “Firm Questionnaire” and any examples of work product the respondent may wish to provide must be submitted to the address below not later than **5:00 PM, Eastern, Thursday, December 12, 2013:**

Department of Economic Opportunity
ATTN: Fay Malone
MSCG-229
107 E. Madison Street
Tallahassee, Florida 32399

SELECTION. Potential respondents are reminded that this is not a bid nor a Request for Proposals and, therefore, Workforce Florida is not seeking actual proposals, pricing plans or contract offers. This Invitation to Negotiate merely seeks to identify firms that are interested in establishing a contract with Workforce Florida for marketing and outreach services and assessing the quality and capabilities of such potential contractors. Workforce Florida will review the responses and evaluate proposals based on what Workforce Florida deems to be the most suitable and qualified. Workforce Florida retains the sole authority for developing and applying the criteria it will use to evaluate proposals.

Workforce Florida may choose to request that one or more of the responding firms make a face-to-face presentation to an individual or individuals reviewing responses. If needed, every effort will be made to schedule the presentation(s) at a time and on a date satisfactory to the respondent. Presentations, if necessary, will be scheduled in Tallahassee, probably at Workforce Florida’s headquarters on Waldo Palmer Lane. Workforce Florida, at its sole discretion, may determine that a personal presentation(s) is not necessary. Tentatively, Workforce Florida plans to schedule presentations, if necessary, the week of **December 16, 2013.**

NOTE: When Workforce Florida has made its decision regarding which firm it deems to be the most suitable and qualified for this project, it will notify all respondents of that decision. Workforce Florida will then set up a meeting with the company it selects and commence negotiations relative to specific 1) scope of services, 2) timetables for implementation and 3) costs. If negotiations are unsuccessful, Workforce Florida retains the right to initiate contract negotiations with the next most suitable firm and continue that process until it successfully negotiates a contract. Workforce Florida retains the sole authority to make its selection based on what it determines to be its best interest. Workforce Florida, at its sole discretion, may reject any and all responses as not meeting the needs of this project.

Workforce Florida anticipates that a selection decision will be made by no later than Monday, December 23, 2013.

CONTRACT. The contract resulting from this ITN will be a two-party contract between Workforce Florida and the firm that is selected. Any subcontractors the firm may use from time to time during the course of the contract will not be a party to the firm's contract with Workforce Florida. The contract will establish pricing to be utilized for various aspects of the service. The contract period will be determined by Workforce Florida. As noted earlier, it is anticipated that there is an opportunity for contractual agreements for a period of up to four years including renewals. The actual length of the contract and any possible renewal options will be terms to be negotiated by the parties.

CONTACT. Firms should direct inquiries regarding this ITN to Adriane Glenn Grant, Vice President of External Affairs and Board Relations, via e-mail at the following address –

agrant@workforceflorida.com

No phone calls please.

Workforce Florida, Inc.
Invitation to Negotiate
for

Public Information and Outreach Services

FIRM QUESTIONNAIRE

Please provide the information requested in this questionnaire and submit six (6) copies of the questionnaire responses along with samples of work product to:

Department of Economic Opportunity

ATTN: Fay Malone
MSCG-229
107 E. Madison Street
Tallahassee, Florida 32399

Please follow this format for preparing the response to this ITN. Workforce Florida retains the right, however, to waive minor irregularities in replies. Responses must be received by Workforce Florida on or before **5:00 PM, Eastern, Thursday, December 12, 2013**: Questions may be directed to Adriane Glenn Grant via e-mail at agrant@workforceflorida.com.

1. Name of Firm (FEID #):	
2. Address:	
3. Contact Information:	
a) Contact Name & Title:	
b) Contact Phone #	
c) Contact Fax #	
d) Contact email address	
4. No. Years in Business Under Above Name	/yrs

<p>5. Experience – List any current or recent (within the last 3 years) projects that demonstrate the firm’s experience in successfully designing and executing a <u>statewide</u> marketing campaign. Firms may list as many projects as they wish but each project that is included should provide information to Workforce Florida about the scope and quality of services offered by the firm. Work product from these contracts may be included. For <u>each</u> project list –</p> <p>a) The organization with which the firm contracted</p> <p>b) The length of the contract</p> <p>c) The firm’s current staff that were/are involved in the contract</p> <p>d) A description of the marketing and outreach services that are/were provided by the firm</p> <p>e) Describe whether this project was done totally in-house, primarily in-house or primarily by outside sources</p> <p>f) Any anecdotal information regarding the success of the program.</p>
--

6. Capacity – Describe the firm’s capacity to provide on-demand, and oft-times daily support for integrated communications, turn-key creative services and statewide marketing strategies and campaigns. This will include a list of the firm’s principal staff to include each person’s educational background and work experience. Workforce Florida requires a minimum of one dedicated account manager who will coordinate services on behalf of Workforce Florida. The person who will be designated the lead for the Workforce Florida project should be identified. The section on *capacity* should also list any equipment or other resources the firm has that will aid Workforce Florida’s efforts to determine the firm’s ability to conduct a multi-faceted, statewide campaign and deliver timely collateral materials.

7. Workforce Experience – List any experience the firm has had providing services to a local or state “workforce” or other statewide strategic partner organization, for any of the partner organizations noted in the “*Purpose*” section. This experience may be in a prime contractor role or as a subcontractor. Identify the name of the organization for which services were provided and the type of services provided. These can be projects that are listed in 5, “Experience,” above.

8. Noteworthy Accomplishments & Awards – List and provide a brief description of any awards the firm or individual staff members have received during the last three years. List the entity that made the award.

9. Work Product – Provide samples of work product. Respondents will also be asked to provide work product at the face-to-face presentation if one is scheduled. This request for work product to be submitted with the ITN response is intended to give Workforce Florida some idea of the quality of the products developed by the firm. Respondents should identify if they developed the product or whether it was developed in conjunction with a third party – **Workforce Florida’s preference is that respondents include only work product they have developed.**

10. Organization’s Approach to ITN Request – Provide a written outline and project summary on how the organization intends to approach the task as outlined in the ITN. Key work product deliverables, timelines, and engagement of collaborative partners should be noted with full explanations and justifications to affect the highest outcomes envisioned by WFI.

It is Workforce Florida’s desire to keep responses to a “manageable” size but respondents may provide any other information, not specifically addressed here, they feel will give Workforce Florida an idea of the firm’s capability and the quality of its services.