

CareerSource Florida, Inc.
Invitation to Negotiate for
Public Information and Outreach Services

April 27, 2020

PURPOSE. CareerSource Florida Inc. issues this Invitation to Negotiate (ITN) to elicit responses from full-service marketing and public relations firms capable of contracting with CareerSource Florida to provide strategic, comprehensive advertising outreach and public information services.

The contractual relationship(s) will facilitate increased public awareness of workforce system services and resources, enhanced public and stakeholder education and strong collaboration among strategic partners. In accordance with this corporation's guidelines that call for periodic evaluation of external contractor services, CareerSource Florida seeks to establish this contract with the possibility of two annual renewals. The contract period will be determined by CareerSource Florida. In the event CareerSource Florida determines the outreach capabilities of more than one contractor are in the best interest of the organization, CareerSource Florida reserves the right to contract with more than one respondent.

In accomplishing its objectives, CareerSource Florida must be responsive as well as continue to drive the strategic agenda for talent development to ensure the workforce system is meeting the evolving needs of Florida employers, job seekers and workers. These efforts demand increasing and strategic collaboration with statewide agencies, education providers, businesses and other entities for whom talent development and workforce quality is a top priority, including statewide and local economic development organizations such as the Florida Economic Development Council, Enterprise Florida, Space Florida, Visit Florida, the Florida Chamber and Florida Chamber Foundation, and other partners including the Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida in addition to the local and state partners comprising Florida's state workforce system.

The approved contractor(s) will provide outreach services to assist with the continued implementation of CareerSource Florida's Workforce Innovation and Opportunity Act Unified Plan and deliver on-demand services, including but not limited to, branding, graphic design, media relations, advertising outreach, media buying, media production, web/interactive, annual and special report development and publication, social media management, printing, copywriting, collateral development, development of talking points and presentation materials as well as ad hoc outreach plans and strategic communications planning and development, and other creative services as needed. Such services would be provided to CareerSource Florida; at CareerSource Florida's direction, to its state-level partner, the Florida Department of Economic Opportunity; and, through managed programs of work, to CareerSource Florida's 24 local workforce development board partners throughout the state.

BACKGROUND. CareerSource Florida was 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 comprises CareerSource

Florida; the Department of Economic Opportunity, which serves as the administrative and fiscal entity for CareerSource Florida; 24 local workforce development boards; and several state, regional and local partners. A board of directors largely appointed by the Governor oversees the activities of CareerSource Florida and the delivery of workforce services. CareerSource Florida is managed by a president and professional staff located in Tallahassee.

The workforce development system in Florida serves two customer groups – employers seeking skilled workers, and career seekers from entry-level through professional, both employed and unemployed. Workforce development services are provided to these customers primarily through the 24 local workforce development boards throughout the state, which are chartered by CareerSource Florida, as well as through the system-wide virtual job matching and labor market tool, Employ Florida at employflorida.com.

There are approximately 100 career centers in Florida, overseen by the local workforce development boards, that provide workforce-related services to individuals seeking jobs, to 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. More information about [CareerSource Florida](#), our 24 local board partners and the career centers they oversee by visiting their websites. Individual websites can be found by clicking the individual areas on the map [at this link](#).

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

1. **Experience.** Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional advertising, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and marketing services to a statewide market. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.
2. **Capacity.** Responding firms should be Florida-based firms with the ability to attend in-person meetings at the CareerSource Florida's Tallahassee offices on a regular and as-needed basis. Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida as well as the 24 local workforce development boards within the CareerSource Florida network through preauthorized, individual, customized programs of work. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

The firm also must be able to provide on-the-ground technical assistance, expertise, and support for CareerSource Florida and partner-related meetings and events held

throughout the state. The firm's capacity will be demonstrated by listing the education and work experience of the firm's staff and describing in-house capabilities.

A high priority is placed on customer service. While every effort is made to ensure work product is managed within typical business hours, responding firms must be able to provide communications support as needed after hours and on weekends if special circumstances or deadlines warrant.

3. Workforce Experience. In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined above under the section "Purpose." Also, at least five years of experience in the workforce development field and an understanding of the guiding principles and experience in outreach to customers of focus under the federal Workforce Innovation and Opportunity Act will be advantageous, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.
4. Noteworthy Accomplishments & Awards. As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm and are still employed by the firm have been recognized for exemplary achievement.

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

1. "Firm Questionnaire" – Respondents will provide information about the firm that addresses the preferences listed above. This information will be provided by completing this form: <https://careersourceflorida.com/itn-app-public-information-and-outreach-services/>
2. "Examples of Work Product" – Respondents will provide examples of work that best illustrate the capabilities and talents of the firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational and promotional brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.
The work product should have been produced within the last two years. Each product that a respondent chooses to submit should reflect the work of staff members who developed the product and are still with the firm.
3. Presentations – CareerSource Florida may request a personal presentation by one or more of the responding firms, which would allow an opportunity to provide more examples of work product.
4. CareerSource Florida is subject to Florida's Government in the Sunshine Law, which requires that materials made or received by an agency, in connection with official

business and used to perpetuate, communicate, or formalize knowledge are considered public records. All responses to this ITN will be considered public records.

Respondents should complete the form, including uploading any examples of work products they may wish to provide no later than **5:00 PM, Eastern, Monday, May 11, 2020.**

SELECTION. Potential respondents are reminded that this is not a bid nor a Request for Proposals and, therefore, CareerSource Florida is not seeking actual proposals, pricing plans or contract offers. CareerSource Florida will review the responses and evaluate proposals based on which responses CareerSource Florida deems to be the most suitable and qualified. CareerSource Florida retains the sole authority for developing and applying the criteria it will use to evaluate proposals. Responding firms should be prepared to provide, upon request, at least three references from clients with whom the firm has worked within the past 12 months.

CareerSource 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 at CareerSource Florida headquarters. CareerSource Florida, at its sole discretion, may determine that a personal presentation(s) is not necessary. Tentatively, CareerSource Florida plans to schedule presentations, if necessary, the week of **May 18, 2020.**

NOTE: When CareerSource Florida decides which firm it deems to be the most suitable and qualified for this project, it will notify all respondents of that decision. CareerSource 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, CareerSource Florida retains the right to initiate contract negotiations with the next most suitable firm and continue that process until it successfully negotiates a contract. CareerSource Florida retains the sole authority to make its selection based on what it determines to be its best interest. CareerSource Florida, at its sole discretion, may reject any and all responses as not meeting the needs of this project. **CareerSource Florida anticipates that a selection decision will be made by no later than Friday, May 29, 2020.**

CONTRACT(S). The contract(s) resulting from this ITN will be a two-party contract between CareerSource Florida and the selected firm(s) to begin on or around July 1, 2020, dependent upon approved funding for the 2020-2021 fiscal year. Any subcontractors the firm may use from time to time throughout the contract will not be a party to the firm's contract with CareerSource Florida and should be identified when the outside assistance is needed.

The contract(s) will establish pricing to be used for various aspects of the services provided by the contractor. The contract period will be determined by CareerSource Florida. As noted above, it is anticipated that there is an opportunity for contractual agreements for a period of up to three 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 Violet Sharpe, Contracts Director, via the following link:

<https://careersourceflorida.com/itn-questions-public-information-and-outreach-services/>

No phone calls, please.

TIMELINE

- Release of Invitation to Negotiate April 27, 2020
- Technical questions/inquiries to CareerSource Florida April 27 - May 8, 2020
- Invitation to Negotiate Responses due by May 11, 2020
- Evaluation team conducts review of responses by May 18, 2020
- Presentation/Interview completed May 19 - May 22, 2020
- CareerSource Florida selects contractor by May 29, 2020
- Summary of Score Tabulations Available Upon Request June 5, 2020