



## October 2021 PROPOSAL REVIEW: Public Information and Outreach Services

### Rating Instructions

Please read the [Request for Proposal](#) to understand the intent of this initiative, and rate all responses accordingly. Please note: if as an evaluator, you consider responses to be incomplete or lacking, you should reflect that assessment in your scoring. We request you consider the following as you prepare to review these responses:

1. Each evaluator brings his/her own perspective to the process. This is a good thing. Responses will be rated independently by evaluators. In other words, there will be no group meeting of the evaluators to form a consensus.
2. Please be aware that evaluators' statements and scores may be subject to release as a public record.
3. We suggest that you take a few minutes to determine the methodology you will use to rate the responses. Specifically, what will you be looking for? Then, apply your rating approach consistently to all responses.
4. If you apply your evaluation approach consistently, the scores will reflect what you consider to be good responses.
5. It is important you do not contact any of the respondents directly.
6. Your scores should reflect your best assessment and evaluation of each response. Please avoid scoring all responses identically.
7. If you wish to provide an explanation for your scoring, please comment on the strengths or limitations of the response in the comments section.

**Please complete your reviews and the conflict of interest questionnaire by **midnight, October 13, 2021**.** We appreciate your assistance with this important process.

#### Contact Information

**First Name**

Bernice

**Last Name**

[REDACTED]

**Job Title**

Training & Research Manager

**Email Address**

[REDACTED]

### Conflict of Interest

For this portion of the Proposal Review consider the following vendors:

- Boardroom Communications, Inc.
- Dion Marketing Company, Inc.
- Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC
- Fiore Communications, Inc.
- HBW Resources
- McNeely Pigott and Fox Public Relations, LLC

- Moore Communications Group, dba Moore, Inc.
- Quest Corporation of America
- Strategic Digital Services, Inc.
- The Elite Agent & Co. LLC
- Tucker/Hall
- Vistra Communications LLC

**Do you, your immediate family, or business partner(s) have financial or other interests in any of the prospective contractor(s)?**

**Have gratuities, favors, or anything of monetary value been offered to you or accepted by you from any of the prospective contractor(s)?**

**Have you been employed or plan to seek employment by any of the prospective contractor(s)?**

**Are there any other conditions that may cause a conflict of interest?**

Since you answered yes to one or more of the questions in the Conflict of Interest Questionnaire, you will not be presented the evaluation. You must sign and submit this form and then immediately contact [Violet Sharpe, Director of Contracts](#) regarding your status.

**Signature**



**Date** Monday, October 11, 2021

## Proposal Evaluation Worksheet

Please score each project component with "1" being the lowest and "5" representing the highest score. The form will automatically calculate the appropriate number of points for each metric.

### Vendor 1: Boardroom Communications, Inc.

[Review Submission](#)

**Vendor 1 Experience**

<p><b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b></p>	<p>5</p>
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 1 experience rating score** 29.40

**Vendor 1 Capacity**

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 1 capacity rating score** 29.20

## Vendor 1 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 1 workforce & education experience rating score** 17.40

## Vendor 1 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 1 accomplishments and awards rating score** 10

**Vendor 1 rating score** 86

## Vendor 2: Dion Marketing Company, Inc.

[Review Submission](#)

## Vendor 2 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 2 experience rating score** 29.40

### Vendor 2 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 2 capacity rating score** 25.70

## Vendor 2 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	5
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 2 workforce & education experience rating score** 17.20

## Vendor 2 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 2 accomplishments and awards rating score** 8

**Vendor 2 rating score** 80.30

## Vendor 3: Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

[Review Submission](#)

## Vendor 3 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 3 experience rating score** 32.20

### Vendor 3 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 3 capacity rating score** 31.50

## Vendor 3 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 3 workforce & education experience rating score** 12.20

## Vendor 3 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 3 accomplishments and awards rating score** 10

**Vendor 3 rating score** 85.90

## Comments about Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

Scored lower in some areas because the company did not demonstrate much work with Florida partners (as asked by the question), however, it did demonstrate extensive work within workforce development of other states.

## Vendor 4: Fiore Communications, Inc.

[Review Submission](#)



## Vendor 4 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 4 experience rating score** 26.60

## Vendor 4 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 4 capacity rating score** 31.50

## Vendor 4 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	3

**Vendor 4 workforce & education experience rating score** 10.80

## Vendor 4 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 4 accomplishments and awards rating score** 6

**Vendor 4 rating score** 74.90

## Vendor 5: HBW Resources

[Review Submission](#)

## Vendor 5 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 5 experience rating score** 23.80

### Vendor 5 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 5 capacity rating score** 25.70

## Vendor 5 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	3

**Vendor 5 workforce & education experience rating score** 14.80

## Vendor 5 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 5 accomplishments and awards rating score** 10

**Vendor 5 rating score** 74.30

## Vendor 6: McNeely Pigott and Fox Public Relations, LLC

[Review Submission](#)

## Vendor 6 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 6 experience rating score** 29.40

### Vendor 6 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 6 capacity rating score** 29.20

## Vendor 6 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	4
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	5
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	5

**Vendor 6 workforce & education experience rating score** 18.60

## Vendor 6 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	5
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**Vendor 6 accomplishments and awards rating score** 10

**Vendor 6 rating score** 87.20

## Vendor 7: Moore Communications Group, dba Moore, Inc.

[Review Submission](#)

## Vendor 7 Experience

<p>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</p>	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 7 experience rating score** 35

### Vendor 7 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 7 capacity rating score** 35

## Vendor 7 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	5
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 7 workforce & education experience rating score** 20

## Vendor 7 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 7 accomplishments and awards rating score** 10

**Vendor 7 rating score** 100

### Comments about Moore Communications Group, dba Moore, Inc.

It was interesting that they displayed their tech savvy by adding links and websites to answer the questions.

## Vendor 8: Quest Corporation of America

[Review Submission](#)



## Vendor 8 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 8 experience rating score** 32.20

## Vendor 8 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 8 capacity rating score** 30.40

## Vendor 8 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	5
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	5
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	4

**Vendor 8 workforce & education experience rating score** 18.60

## Vendor 8 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	3
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**Vendor 8 accomplishments and awards rating score** 6

**Vendor 8 rating score** 87.20

## Comments about Quest Corporation of America

DBE/WMBE-certified is noted in the commentary response, but no supporting documentation was included in the attachments (not sure if this is necessarily a requirement for the proposal). I was unable to access the PCPT videos.

## Vendor 9: Strategic Digital Services, Inc.

[Review Submission](#)

## Vendor 9 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 9 experience rating score** 32.20

## Vendor 9 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 9 capacity rating score** 31.50

## Vendor 9 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	5
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 9 workforce & education experience rating score** 20

## Vendor 9 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 9 accomplishments and awards rating score** 10

**Vendor 9 rating score** 93.70

## Vendor 10: The Elite Agent & Co. LLC

[Review Submission](#)

## Vendor 10 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	1
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	1
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	1

**Vendor 10 experience rating score** 7

**Vendor 10 Capacity**

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	1
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	1
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	1

**Vendor 10 capacity rating score** 11.80

## Vendor 10 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	1
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	1
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	1

**Vendor 10 workforce & education experience rating score** 4

## Vendor 10 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	1
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**Vendor 10 accomplishments and awards rating score** 2

**Vendor 10 rating score** 24.80

### Comments about The Elite Agent & Co. LLC

First criteria of being in business 5+ years was not met.

## Vendor 11: Tucker/Hall

[Review Submission](#)

## Vendor 11 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 11 experience rating score** 32.20

## Vendor 11 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 11 capacity rating score** 30.40

## Vendor 11 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	4
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	3
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	4

**Vendor 11 workforce & education experience rating score** 14.80

## Vendor 11 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	5
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**Vendor 11 accomplishments and awards rating score** 10

**Vendor 11 rating score** 87.40

## Vendor 12: Vistra Communications LLC

[Review Submission](#)

## Vendor 12 Experience

<p>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</p>	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 12 experience rating score** 32.20

### Vendor 12 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 12 capacity rating score** 35

## Vendor 12 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	5
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 12 workforce & education experience rating score** 20

## Vendor 12 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 12 accomplishments and awards rating score** 10

**Vendor 12 rating score** 97.20

## Summary

Your ratings produced the following scores (out of a total of 100 possible points):

Boardroom Communications, Inc.: **86**

Dion Marketing Company, Inc.: **80.30**

Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC: **85.90**

Fiore Communications, Inc.: **74.90**

HBW Resources: **74.30**

McNeely Pigott and Fox Public Relations, LLC: **87.20**

Moore Communications Group, dba Moore, Inc.: **100**

Quest Corporation of America: **87.20**

Strategic Digital Services, Inc.: **93.70**

The Elite Agent & Co. LLC: **24.80**

Tucker/Hall: **87.40**

Vistra Communications LLC: **97.20**

If you are satisfied with your entries, please click the Review and Submit button, below.

<b>Vendor 1 (Boardroom Communications, Inc.) Score:</b>	86
<b>Vendor 2 (Dion Marketing Company, Inc.) Score:</b>	80.30
<b>Vendor 3 (Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC) Score:</b>	85.90
<b>Vendor 4 (Fiore Communications, Inc.) Score:</b>	74.90
<b>Vendor 5 (HBW Resources) Score:</b>	74.30
<b>Vendor 6 (McNeely Pigott and Fox Public Relations, LLC) Score:</b>	87.20
<b>Vendor 7 (Moore Communications Group, dba Moore, Inc.) Score:</b>	100
<b>Vendor 8 (Quest Corporation of America) Score:</b>	87.20
<b>Vendor 9 (Strategic Digital Services, Inc.) Score:</b>	93.70
<b>Vendor 10 (The Elite Agent &amp; Co. LLC) Score:</b>	24.80
<b>Vendor 11 (Tucker/Hall) Score:</b>	87.40
<b>Vendor 12 (Vistra Communications LLC) Score:</b>	97.20



## October 2021 PROPOSAL REVIEW: Public Information and Outreach Services

### Rating Instructions

Please read the [Request for Proposal](#) to understand the intent of this initiative, and rate all responses accordingly. Please note: if as an evaluator, you consider responses to be incomplete or lacking, you should reflect that assessment in your scoring. We request you consider the following as you prepare to review these responses:

1. Each evaluator brings his/her own perspective to the process. This is a good thing. Responses will be rated independently by evaluators. In other words, there will be no group meeting of the evaluators to form a consensus.
2. Please be aware that evaluators' statements and scores may be subject to release as a public record.
3. We suggest that you take a few minutes to determine the methodology you will use to rate the responses. Specifically, what will you be looking for? Then, apply your rating approach consistently to all responses.
4. If you apply your evaluation approach consistently, the scores will reflect what you consider to be good responses.
5. It is important you do not contact any of the respondents directly.
6. Your scores should reflect your best assessment and evaluation of each response. Please avoid scoring all responses identically.
7. If you wish to provide an explanation for your scoring, please comment on the strengths or limitations of the response in the comments section.

**Please complete your reviews and the conflict of interest questionnaire by **midnight, October 13, 2021**.** We appreciate your assistance with this important process.

#### Contact Information

**First Name**

Emilie

**Last Name**

██████████

**Job Title**

Director of Communications and External Affairs

**Email Address**

██

### Conflict of Interest

For this portion of the Proposal Review consider the following vendors:

- Boardroom Communications, Inc.
- Dion Marketing Company, Inc.
- Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC
- Fiore Communications, Inc.
- HBW Resources
- McNeely Pigott and Fox Public Relations, LLC

- Moore Communications Group, dba Moore, Inc.
- Quest Corporation of America
- Strategic Digital Services, Inc.
- The Elite Agent & Co. LLC
- Tucker/Hall
- Vistra Communications LLC

**Do you, your immediate family, or business partner(s) have financial or other interests in any of the prospective contractor(s)?**

**Have gratuities, favors, or anything of monetary value been offered to you or accepted by you from any of the prospective contractor(s)?**

**Have you been employed or plan to seek employment by any of the prospective contractor(s)?**

**Are there any other conditions that may cause a conflict of interest?**

Since you answered yes to one or more of the questions in the Conflict of Interest Questionnaire, you will not be presented the evaluation. You must sign and submit this form and then immediately contact [Violet Sharpe, Director of Contracts](#) regarding your status.

**Signature**



**Date** Wednesday, October 13, 2021

## Proposal Evaluation Worksheet

Please score each project component with "1" being the lowest and "5" representing the highest score. The form will automatically calculate the appropriate number of points for each metric.

### Vendor 1: Boardroom Communications, Inc.

[Review Submission](#)

#### Vendor 1 Experience

<p><b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b></p>	<p>5</p>
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	2
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	2

**Vendor 1 experience rating score** 18.20

### Vendor 1 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	1
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	2

**Vendor 1 capacity rating score** 16.40

## Vendor 1 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 1 workforce & education experience rating score** 8

## Vendor 1 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 1 accomplishments and awards rating score** 6

**Vendor 1 rating score** 48.60

## Vendor 2: Dion Marketing Company, Inc.

[Review Submission](#)

## Vendor 2 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 2 experience rating score** 29.40

### Vendor 2 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 2 capacity rating score** 28



## Vendor 2 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 2 workforce & education experience rating score** 13.40

## Vendor 2 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 2 accomplishments and awards rating score** 6

**Vendor 2 rating score** 76.80

## Vendor 3: Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

[Review Submission](#)

## Vendor 3 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	2

**Vendor 3 experience rating score** 21

### Vendor 3 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	3
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	2
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 3 capacity rating score** 19.90

## Vendor 3 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 3 workforce & education experience rating score** 18.80

## Vendor 3 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 3 accomplishments and awards rating score** 10

**Vendor 3 rating score** 69.70

## Vendor 4: Fiore Communications, Inc.

[Review Submission](#)

## Vendor 4 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 4 experience rating score** 29.40

**Vendor 4 Capacity**

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 4 capacity rating score** 19.90

## Vendor 4 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 4 workforce & education experience rating score** 10.80

## Vendor 4 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 4 accomplishments and awards rating score** 6

**Vendor 4 rating score** 66.10

## Vendor 5: HBW Resources

[Review Submission](#)

## Vendor 5 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 5 experience rating score** 23.80

### Vendor 5 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	3
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 5 capacity rating score** 21

## Vendor 5 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 5 workforce & education experience rating score** 12.20

## Vendor 5 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	2
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**Vendor 5 accomplishments and awards rating score** 4

**Vendor 5 rating score** 61

## Vendor 6: McNeely Pigott and Fox Public Relations, LLC

[Review Submission](#)

## Vendor 6 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 6 experience rating score** 26.60

### Vendor 6 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	3
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 6 capacity rating score** 27.90



## Vendor 6 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 6 workforce & education experience rating score** 17.40

## Vendor 6 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 6 accomplishments and awards rating score** 10

**Vendor 6 rating score** 81.90

## Vendor 7: Moore Communications Group, dba Moore, Inc.

[Review Submission](#)

## Vendor 7 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 7 experience rating score** 32.20

### Vendor 7 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 7 capacity rating score** 29.20

## Vendor 7 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 7 workforce & education experience rating score** 16

## Vendor 7 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 7 accomplishments and awards rating score** 10

**Vendor 7 rating score** 87.40

## Vendor 8: Quest Corporation of America

[Review Submission](#)

## Vendor 8 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 8 experience rating score** 23.80

### Vendor 8 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	3
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 8 capacity rating score** 25.60

## Vendor 8 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	3

**Vendor 8 workforce & education experience rating score** 13.40

## Vendor 8 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 8 accomplishments and awards rating score** 10

**Vendor 8 rating score** 72.80

## Vendor 9: Strategic Digital Services, Inc.

[Review Submission](#)

## Vendor 9 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 9 experience rating score** 29.40

### Vendor 9 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 9 capacity rating score** 31.50

## Vendor 9 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 9 workforce & education experience rating score** 16

## Vendor 9 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 9 accomplishments and awards rating score** 10

**Vendor 9 rating score** 86.9

## Vendor 10: The Elite Agent & Co. LLC

[Review Submission](#)

## Vendor 10 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	1
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	1
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	1

**Vendor 10 experience rating score** 7

### Vendor 10 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	2
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	2
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	1

**Vendor 10 capacity rating score** 15.20



## Vendor 10 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	1
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	1
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 10 workforce & education experience rating score** 5.40

## Vendor 10 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	2
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**Vendor 10 accomplishments and awards rating score** 4

**Vendor 10 rating score** 31.60

## Vendor 11: Tucker/Hall

[Review Submission](#)

## Vendor 11 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 11 experience rating score** 26.60

**Vendor 11 Capacity**

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 11 capacity rating score** 26.80

## Vendor 11 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	<p>4</p>
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	<p>3</p>
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	<p>2</p>

**Vendor 11 workforce & education experience rating score** 12

## Vendor 11 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	<p>5</p>
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**Vendor 11 accomplishments and awards rating score** 10

**Vendor 11 rating score** 75.40

## Vendor 12: Vistra Communications LLC

[Review Submission](#)

## Vendor 12 Experience

<p>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</p>	<p>5</p>
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 12 experience rating score** 29.40

### Vendor 12 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 12 capacity rating score** 28

## Vendor 12 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 12 workforce & education experience rating score** 16

## Vendor 12 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 12 accomplishments and awards rating score** 10

**Vendor 12 rating score** 83.40

## Summary

Your ratings produced the following scores (out of a total of 100 possible points):

Boardroom Communications, Inc.: **48.60**

Dion Marketing Company, Inc.: **76.80**

Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC: **69.70**

Fiore Communications, Inc.: **66.10**

HBW Resources: **61**

McNeely Pigott and Fox Public Relations, LLC: **81.90**

Moore Communications Group, dba Moore, Inc.: **87.40**

Quest Corporation of America: **72.80**

Strategic Digital Services, Inc.: **86.9**

The Elite Agent & Co. LLC: **31.60**

Tucker/Hall: **75.40**

Vistra Communications LLC: **83.40**

If you are satisfied with your entries, please click the Review and Submit button, below.

**Vendor 1 (Boardroom Communications, Inc.) Score:** 48.60

**Vendor 2 (Dion Marketing Company, Inc.) Score:** 76.80

**Vendor 3 (Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC) Score:** 69.70

**Vendor 4 (Fiore Communications, Inc.) Score:** 66.10

**Vendor 5 (HBW Resources) Score:** 61

**Vendor 6 (McNeely Pigott and Fox Public Relations, LLC) Score:** 81.90

**Vendor 7 (Moore Communications Group, dba Moore, Inc.) Score:** 87.40

**Vendor 8 (Quest Corporation of America) Score:** 72.80

**Vendor 9 (Strategic Digital Services, Inc.) Score:** 86.90

**Vendor 10 (The Elite Agent & Co. LLC) Score:** 31.60

**Vendor 11 (Tucker/Hall) Score:** 75.40

**Vendor 12 (Vistra Communications LLC) Score:** 83.40



## October 2021 PROPOSAL REVIEW: Public Information and Outreach Services

### Rating Instructions

Please read the [Request for Proposal](#) to understand the intent of this initiative, and rate all responses accordingly. Please note: if as an evaluator, you consider responses to be incomplete or lacking, you should reflect that assessment in your scoring. We request you consider the following as you prepare to review these responses:

1. Each evaluator brings his/her own perspective to the process. This is a good thing. Responses will be rated independently by evaluators. In other words, there will be no group meeting of the evaluators to form a consensus.
2. Please be aware that evaluators' statements and scores may be subject to release as a public record.
3. We suggest that you take a few minutes to determine the methodology you will use to rate the responses. Specifically, what will you be looking for? Then, apply your rating approach consistently to all responses.
4. If you apply your evaluation approach consistently, the scores will reflect what you consider to be good responses.
5. It is important you do not contact any of the respondents directly.
6. Your scores should reflect your best assessment and evaluation of each response. Please avoid scoring all responses identically.
7. If you wish to provide an explanation for your scoring, please comment on the strengths or limitations of the response in the comments section.

**Please complete your reviews and the conflict of interest questionnaire by **midnight, October 13, 2021**.** We appreciate your assistance with this important process.

#### Contact Information

**First Name**

Sierra

**Last Name**

[REDACTED]

**Job Title**

CTAE Director of Outreach and Recruitment, [REDACTED]  
[REDACTED]

**Email Address**

[REDACTED]

### Conflict of Interest

For this portion of the Proposal Review consider the following vendors:

- Boardroom Communications, Inc.
- Dion Marketing Company, Inc.
- Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC
- Fiore Communications, Inc.

- HBW Resources
- McNeely Pigott and Fox Public Relations, LLC
- Moore Communications Group, dba Moore, Inc.
- Quest Corporation of America
- Strategic Digital Services, Inc.
- The Elite Agent & Co. LLC
- Tucker/Hall
- Vistra Communications LLC

**Do you, your immediate family, or business partner(s) have financial or other interests in any of the prospective contractor(s)?**

**Have gratuities, favors, or anything of monetary value been offered to you or accepted by you from any of the prospective contractor(s)?**

**Have you been employed or plan to seek employment by any of the prospective contractor(s)?**

**Are there any other conditions that may cause a conflict of interest?**

Since you answered yes to one or more of the questions in the Conflict of Interest Questionnaire, you will not be presented the evaluation. You must sign and submit this form and then immediately contact [Violet Sharpe, Director of Contracts](#) regarding your status.

**Signature**



**Date** Wednesday, October 6, 2021

**Proposal Evaluation Worksheet**

Please score each project component with "1" being the lowest and "5" representing the highest score. The form will automatically calculate the appropriate number of points for each metric.

**Vendor 1: Boardroom Communications, Inc.**

[Review Submission](#)

**Vendor 1 Experience**

<p><b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b></p>	<p>4</p>
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	3

**Vendor 1 experience rating score** 23.80

### Vendor 1 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 1 capacity rating score** 22.20

## Vendor 1 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 1 workforce & education experience rating score** 12.20

## Vendor 1 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 1 accomplishments and awards rating score** 8

**Vendor 1 rating score** 66.20

## Vendor 2: Dion Marketing Company, Inc.

[Review Submission](#)

## Vendor 2 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	4
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	2
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	2

**Vendor 2 experience rating score** 15.40

### Vendor 2 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	2
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	2
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 2 capacity rating score** 17.60

## Vendor 2 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	1
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 2 workforce & education experience rating score** 8

## Vendor 2 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	2
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**Vendor 2 accomplishments and awards rating score** 4

**Vendor 2 rating score** 45

## Comments about Dion Marketing Company, Inc.

Dion Marketing Company, Inc.

12 yrs.

Social Outreach- Work samples demonstrated strength in social media. Included brief samplings of media highlights ;12 years; 8 staffers; Claims of affordability and expediency; specializes in – SEO, keyword development, socials, geofencing campaigns, monthly analytics, monthly phone and media outreach ;Most experience is with businesses; workforce similar clients is Jax Chamber—didn't provide samples for this client Leadership Personal Awards: Julie Dion- 8 international awards with additional publications No content for conversion; Based on samples provided social media seems to be their strong point and primary focus followed by digital ad buys.

Strengths: Social media management and development; special events; special occasion announcements/campaigns

Growth: Lacked supporting materials to demonstrate full-service abilities, reporting and analytics examples and overall understanding of populations served by WIOA and Perkins V

## Vendor 3: Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

[Review Submission](#)

### Vendor 3 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 3 experience rating score** 26.60

### Vendor 3 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3

How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4
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**Vendor 3 capacity rating score** 26.90

### Vendor 3 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 3 workforce & education experience rating score** 13.40

### Vendor 3 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 3 accomplishments and awards rating score** 8

**Vendor 3 rating score** 74.90

### Comments about Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

42yrs

Through partnership with Beasley Media services offered: Targeted Display & Video; Geofencing/Event

Targeting; Search Retargeting; Keyword Contextual Targeting; Physical Address/Smart Addressable Geo-Fencing ; Category Contextual Targeting; OTT/CTV – Digital Television; SEM & SEO ; Email Marketing ;Social Media; offers biweekly and monthly reporting 60+ years of total experience; national connections and presence in FL; EDSI works with other state agencies in administering WIOA Demonstrates an understanding of WIOA on a national, state and local level; Demonstrates an understanding of special and sub populations EDSI: Multiple awards

Strengths: Radio and Broadcasting; awareness of WIOA and population served' offered soft demonstration of conversions

Growth: Submission lacked strong samples of print, graphic, OOH advertising, videos, etc. ; understanding of Perkins V

## Vendor 4: Fiore Communications, Inc.

[Review Submission](#)

### Vendor 4 Experience

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	4
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	3
<b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b>	4

**Vendor 4 experience rating score** 22.40

### Vendor 4 Capacity

<b>Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?</b>	5
<b>How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?</b>	4

How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 4 capacity rating score** 26.90

### Vendor 4 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 4 workforce & education experience rating score** 12

### Vendor 4 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 4 accomplishments and awards rating score** 6



**Vendor 4 rating score**

67.30

**Comments about Fiore Communications, Inc.**

Fiore Communications, Inc.

16yrs; Blogs; Copywriting; podcasts; print; traditional collateral; website management; digital ad; social media management Team holistically accumulates over 16 yrs. of experience; Staff offers near full service abilities with the exception of photo/video development and media outreach

Strengths: Offers near full-service outreach, marketing and communications; demonstrates willingness to collaborate with competitors to best serve client

Growth: Lack of strong evidence of video and original photography capabilities; lacks strong understanding of WIOA and Perkins V

**Vendor 5: HBW Resources**

[Review Submission](#)

**Vendor 5 Experience**

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	4
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	4
<b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b>	4

**Vendor 5 experience rating score**

22.40

**Vendor 5 Capacity**

<b>Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?</b>	5
<b>How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?</b>	4

How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 5 capacity rating score** 28

### Vendor 5 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 5 workforce & education experience rating score** 12

### Vendor 5 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 5 accomplishments and awards rating score** 8

**Vendor 5 rating score** 70.40

**Comments about HBW Resources**

HBW Resources

16yrs

Provided samples for Annual Reports; Campaigns; Videos; Social Media; Press Releases; Blogs; Consumer Reports ; Op-eds; Earned Media

Team holistically has 20+ years of experience in marketing, policy, outreach and communications adapted to a variety of audiences including businesses, community, government, etc.

Awards: Best Outreach Program in 2020 and Outstanding Community Partner 20-21 Harmony Public Schools

Strengths: Experience with Florida’s workforce system; demonstrated ability to partner with industry leaders to launch community outreach events as evidenced by Energy Day Festivals

Growths: Lack strong support of WIOA and Perkins V understanding based on work samples provided

**Vendor 6: McNeely Pigott and Fox Public Relations, LLC**

[Review Submission](#)

**Vendor 6 Experience**

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	5
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	4
<b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b>	5

**Vendor 6 experience rating score** 29.40

**Vendor 6 Capacity**

<b>Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?</b>	5
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How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 6 capacity rating score** 30.30

### Vendor 6 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 6 workforce & education experience rating score** 14.60

### Vendor 6 Accomplishments and Awards

<b>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</b>	5
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**Vendor 6 accomplishments and awards rating score** 10

**Vendor 6 rating score** 84.30

### Comments about McNeely Pigott and Fox Public Relations, LLC

McNeely Pigott and Fox Public Relations, LLC  
34 years

Provided samples for: Video; photo; traditional collateral; earned media; rebranding campaigns; website management; advertising; advocacy Claimed experience in advertising; advocacy; branding; community relations; crisis communications; digital/social media; event management; graphic design; grassroots campaigns; influencer outreach; integrated marketing; internal communications; media relations, research and analytics; and video development ;Team of 70+ with over 25 years of experience; Previously served USDOL with a specialty in 16-24 y/o in our special populations

650+ Industry Awards

Strengths: Demonstrated ability to offer full-service outreach and communication services; included data and analytics for their clients; indicated an awareness of WIOA and Perkins V through experience with USDOL.

Growths: Providing materials to support experience with workforce education and development.

### Vendor 7: Moore Communications Group, dba Moore, Inc.

[Review Submission](#)

#### Vendor 7 Experience

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	5
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	5
<b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b>	5

**Vendor 7 experience rating score** 32.20

## Vendor 7 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

Vendor 7 capacity rating score 35

## Vendor 7 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	5
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 7 workforce & education experience rating score** 18.80

### Vendor 7 Accomplishments and Awards

<b>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</b>	5
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**Vendor 7 accomplishments and awards rating score** 10

**Vendor 7 rating score** 96

### Comments about Moore Communications Group, dba Moore, Inc.

Moore Communications Group, dba Moore, Inc. 29+ years

Provided samples for: digital and traditional advertising; website management; video and photo; social media management; media kit resources.

Claimed experience and services: strategic development; marketing creative; paid advertising (digital and traditional); public relations; crisis management; data analytics; website management; and public affairs 50 employees with presence in several states and 50+ years of combined experience Worked on several statewide workforce education development initiatives.

8+ awards with national and international recognition.

Strength: Clearly demonstrated capabilities for full-service outreach/communications/PIO needs; Soft conversion listed with the "action taken"; demonstrated experience in workforce system, statewide partnerships and understanding of REACH Act.

Growth: Providing clear conversations; support to demonstrate understanding of special and sub populations served by WIOA and Perkins V; and better articulate in writing their customer service practices.

## Vendor 8: Quest Corporation of America

[Review Submission](#)

### Vendor 8 Experience

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	5
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	3

How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4
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**Vendor 8 experience rating score** 23.80

### Vendor 8 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	3

**Vendor 8 capacity rating score** 21.10

### Vendor 8 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
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How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	3

**Vendor 8 workforce & education experience rating score** 12

### Vendor 8 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 8 accomplishments and awards rating score** 6

**Vendor 8 rating score** 62.90

### Comments about Quest Corporation of America

Quest Corporation of America 26 years

Provided samples for: video content; graphics and print collateral;

4 staff members assigned to this project;

Strengths: Demonstrated experience with one of our special populations with correctional and veterans groups ; provided results from their previous campaigns

Growth: Inconsistent formatting response—raises concerns about copywriting ability; work samples do not support claims as a full service outreach/PR/communications firm

## Vendor 9: Strategic Digital Services, Inc.

[Review Submission](#)

### Vendor 9 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	3
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 9 experience rating score** 29.40

### Vendor 9 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 9 capacity rating score** 32.70

## Vendor 9 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 9 workforce & education experience rating score** 17.4

## Vendor 9 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 9 accomplishments and awards rating score** 8

**Vendor 9 rating score** 87.50

## Comments about Strategic Digital Services, Inc.

Strategic Digital Services, Inc.

Provided samples for: video and photo; brand development, expansion and management; traditional and digital advertising graphic design; traditional collateral; press releases; organic social media; coalition building; website development; management and consulting.

Claimed experience and service: paid media; consulting & strategy; media outreach; message development; creative video production; event planning; graphic design; photography; crisis communications; writing & speech writing; and coalition building.

Current and past clients demonstrate understanding of populations served in WIOA and Perkins V;

Statewide partnerships demonstrated; Education experience demonstrated—but missing overall workforce education.

Strengths: demonstrated results for campaigns; holistic services; ability to understand and serve the populations of focus in WIOA and Perkins V.

Growth: Explicit experience in workforce development and education.

## Vendor 10: The Elite Agent & Co. LLC

[Review Submission](#)

### Vendor 10 Experience

<p><b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b></p>	<p>1</p>
<p><b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b></p>	<p>1</p>
<p><b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b></p>	<p>1</p>

**Vendor 10 experience rating score** 12.60

### Vendor 10 Capacity

<p><b>Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?</b></p>	<p>1</p>
<p><b>How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?</b></p>	<p>1</p>
<p><b>How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?</b></p>	<p>1</p>

How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	1
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**Vendor 10 capacity rating score** 11.80

### Vendor 10 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	1
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	1
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	1

**Vendor 10 workforce & education experience rating score** 4

### Vendor 10 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	1
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**Vendor 10 accomplishments and awards rating score** 2

**Vendor 10 rating score** 30.40

### Comments about The Elite Agent & Co. LLC

The Elite Agent & Co. LLC  
1 yr of experience

Work samples submitted: individual professional development; staff member resumes

Strengths: Diverse experience in variety of industries

Growths: Lacked a demonstration of full service outreach, recruitment and public information services referenced in the ITN; understanding of workforce development and education system; awareness of populations served by CSF and DOE

## Vendor 11: Tucker/Hall

[Review Submission](#)

### Vendor 11 Experience

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	5
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	4
<b>How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?</b>	5

**Vendor 11 experience rating score** 26.60

### Vendor 11 Capacity

<b>Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?</b>	5
<b>How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?</b>	4
<b>How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?</b>	3

How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5
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**Vendor 11 capacity rating score** 23.40

**Vendor 11 Workforce & Education Experience**

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 11 workforce & education experience rating score** 10.80

**Vendor 11 Accomplishments and Awards**

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 11 accomplishments and awards rating score** 8

**Vendor 11 rating score** 68.80

**Comments about Tucker/Hall**

Tucker/Hall	30	Provided work samples of: email marketing, media relations, event planning; video production	Claims to have experience in paid, owned and earned media: digital and traditional advertising, video and graphic content development, messaging and branding, crisis communications and research	7+ team members with willingness to partner with other PR firms and subcontractors to meet any unfulfilled needs	Most clients are transit, trade and travel authorities, a few chambers, municipalities and central FL Colleges	7+	Strength: Willingness to partner with other firms and providers to meet needs of the customer Growth: Submission lacked supporting documents for claims of full-service capabilities; overall awareness of workforce development system; overall understanding of populations served by WIOA and Perkins V
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## Vendor 12: Vistra Communications LLC

[Review Submission](#)

### Vendor 12 Experience

<b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b>	4
<b>How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?</b>	4



How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5
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**Vendor 12 experience rating score** 22.40

### Vendor 12 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 12 capacity rating score** 23.40

### Vendor 12 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	2
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How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 12 workforce & education experience rating score** 12

**Vendor 12 Accomplishments and Awards**

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 12 accomplishments and awards rating score** 8

**Vendor 12 rating score** 65.80

**Comments about Vistra Communications LLC**

Vistra Communications LLC	14yrs	Work samples provided: case studies with deliverables listed but the original content wasn't provided. Unclear on quality of deliverables since they aren't linked. Based on the case studies it seems the firm can provide media relations, video/photo development, event planning, graphics development	Claims to have experience in : Brand Management, Public Relations, Creative Services, Media Relations, Experiential Marketing Media Training, Website Development, Multicultural Communications, Media Planning & Buying, Crisis Communication, Promotional Service, Social & Digital Strategy	Unclear capacity	Provided clients do not include traditional members of the workforce development system	8 awards	Strengths: Demonstrated ability to garner national and statewide media coverage; experience with messaging tailored to veterans Weakness : Lacking documented and accessible support for full-service capabilities; general understanding of WIOA and Perkins V
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## Summary

Your ratings produced the following scores (out of a total of 100 possible points):

Boardroom Communications, Inc.: **66.20**

Dion Marketing Company, Inc.: **45**

Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC: **74.90**

Fiore Communications, Inc.: **67.30**

HBW Resources: **70.40**

McNeely Pigott and Fox Public Relations, LLC: **84.30**

Moore Communications Group, dba Moore, Inc.: **96**

Quest Corporation of America: **62.90**

Strategic Digital Services, Inc.: **87.50**

The Elite Agent & Co. LLC: **30.40**

Tucker/Hall: **68.80**

Vistra Communications LLC: **65.80**

If you are satisfied with your entries, please click the Review and Submit button, below.

<b>Vendor 1 (Boardroom Communications, Inc.) Score:</b>	66.20
<b>Vendor 2 (Dion Marketing Company, Inc.) Score:</b>	45
<b>Vendor 3 (Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC) Score:</b>	74.90
<b>Vendor 4 (Fiore Communications, Inc.) Score:</b>	67.30
<b>Vendor 5 (HBW Resources) Score:</b>	70.40
<b>Vendor 6 (McNeely Pigott and Fox Public Relations, LLC) Score:</b>	84.30
<b>Vendor 7 (Moore Communications Group, dba Moore, Inc.) Score:</b>	96
<b>Vendor 8 (Quest Corporation of America) Score:</b>	62.90
<b>Vendor 9 (Strategic Digital Services, Inc.) Score:</b>	87.50
<b>Vendor 10 (The Elite Agent &amp; Co. LLC) Score:</b>	30.40
<b>Vendor 11 (Tucker/Hall) Score:</b>	68.80
<b>Vendor 12 (Vistra Communications LLC) Score:</b>	65.80



Monday, October 18, 2021

## October 2021 PROPOSAL REVIEW: Public Information and Outreach Services

### Rating Instructions

Please read the [Request for Proposal](#) to understand the intent of this initiative, and rate all responses accordingly. Please note: if as an evaluator, you consider responses to be incomplete or lacking, you should reflect that assessment in your scoring. We request you consider the following as you prepare to review these responses:

1. Each evaluator brings his/her own perspective to the process. This is a good thing. Responses will be rated independently by evaluators. In other words, there will be no group meeting of the evaluators to form a consensus.
2. Please be aware that evaluators' statements and scores may be subject to release as a public record.
3. We suggest that you take a few minutes to determine the methodology you will use to rate the responses. Specifically, what will you be looking for? Then, apply your rating approach consistently to all responses.
4. If you apply your evaluation approach consistently, the scores will reflect what you consider to be good responses.
5. It is important you do not contact any of the respondents directly.
6. Your scores should reflect your best assessment and evaluation of each response. Please avoid scoring all responses identically.
7. If you wish to provide an explanation for your scoring, please comment on the strengths or limitations of the response in the comments section.

**Please complete your reviews and the conflict of interest questionnaire by **midnight, October 13, 2021**.** We appreciate your assistance with this important process.

#### Contact Information

**First Name**

Victoria

**Last Name**

██████████

**Job Title**

Senior Director, Communications and Board Relations

**Email Address**

██

### Conflict of Interest

For this portion of the Proposal Review consider the following vendors:

- Boardroom Communications, Inc.
- Dion Marketing Company, Inc.
- Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC
- Fiore Communications, Inc.
- HBW Resources
- McNeely Pigott and Fox Public Relations, LLC

- Moore Communications Group, dba Moore, Inc.
- Quest Corporation of America
- Strategic Digital Services, Inc.
- The Elite Agent & Co. LLC
- Tucker/Hall
- Vistra Communications LLC

**Do you, your immediate family, or business partner(s) have financial or other interests in any of the prospective contractor(s)?**

**Have gratuities, favors, or anything of monetary value been offered to you or accepted by you from any of the prospective contractor(s)?**

**Have you been employed or plan to seek employment by any of the prospective contractor(s)?**

**Are there any other conditions that may cause a conflict of interest?**

Since you answered yes to one or more of the questions in the Conflict of Interest Questionnaire, you will not be presented the evaluation. You must sign and submit this form and then immediately contact [Violet Sharpe, Director of Contracts](#) regarding your status.

**Signature**



**Date**

Monday, October 18, 2021

## Proposal Evaluation Worksheet

Please score each project component with "1" being the lowest and "5" representing the highest score. The form will automatically calculate the appropriate number of points for each metric.

### Vendor 1: Boardroom Communications, Inc.

[Review Submission](#)

#### Vendor 1 Experience

<p><b>Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?</b></p>	<p>5</p>
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How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	1
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	1

**Vendor 1 experience rating score** 12.60

### Vendor 1 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 1 capacity rating score** 24.60

## Vendor 1 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 1 workforce & education experience rating score** 9.40

## Vendor 1 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 1 accomplishments and awards rating score** 8

**Vendor 1 rating score** 54.60

### Comments about Boardroom Communications, Inc.

The dropbox links did not work so I was unable to see examples of the work product. The attachments that were visible were all media placements where principals for their clients were interviewed, rather than examples of work product showing successful outcomes of statewide collaboration. The "coverage books" almost appeared to be a non-final draft. Was I supposed to click all 10 pages of links? Some of the links were dead. Without context, I wasn't sure if these were placements the company had made, or pickups from news releases, or paid content.

## Vendor 2: Dion Marketing Company, Inc.

[Review Submission](#)



## Vendor 2 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	2

**Vendor 2 experience rating score** 21

## Vendor 2 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 2 capacity rating score** 24.60

## Vendor 2 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	1
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	2
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 2 workforce & education experience rating score** 6.60

## Vendor 2 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 2 accomplishments and awards rating score** 6

**Vendor 2 rating score** 58.20

## Comments about Dion Marketing Company, Inc.

The response was thoughtful and well-organized. The response indicates the firm is well-versed in digital and paid outreach. However, the response did not demonstrate the ability to work with multiple partner organizations statewide or much experience working with the target audiences. There were no examples of understanding or experience in working with state education or workforce systems governed by federal and state statute.

# Vendor 3: Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

[Review Submission](#)

## Vendor 3 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 3 experience rating score** 35

## Vendor 3 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 3 capacity rating score** 33.80

## Vendor 3 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	<p>5</p>
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	<p>5</p>
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	<p>5</p>

**Vendor 3 workforce & education experience rating score** 20

## Vendor 3 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	<p>5</p>
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**Vendor 3 accomplishments and awards rating score** 10

**Vendor 3 rating score** 98.80

## Comments about Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC

A comprehensive proposal. I would have liked to see more visual examples of outreach campaigns and tools.

## Vendor 4: Fiore Communications, Inc.

[Review Submission](#)

## Vendor 4 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 4 experience rating score** 29.40

## Vendor 4 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 4 capacity rating score** 33.80

## Vendor 4 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	3
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	2

**Vendor 4 workforce & education experience rating score** 10.60

## Vendor 4 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	1
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**Vendor 4 accomplishments and awards rating score** 2

**Vendor 4 rating score** 75.80

### Comments about Fiore Communications, Inc.

The firm did not have examples of outreach activities addressing target populations. The firm indicated it wanted to partner with multiple firms, which is not the first preference of CareerSource Florida.

## Vendor 5: HBW Resources

[Review Submission](#)

## Vendor 5 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	3
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 5 experience rating score** 26.60

## Vendor 5 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 5 capacity rating score** 26.90

## Vendor 5 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	<p>1</p>
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	<p>1</p>
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	<p>1</p>

**Vendor 5 workforce & education experience rating score** 4

## Vendor 5 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	<p>3</p>
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**Vendor 5 accomplishments and awards rating score** 6

**Vendor 5 rating score** 63.50

## Comments about HBW Resources

The proposal was thoughtful. The firm did not submit many examples of outreach tactics and communications strategy for large statewide organizations with collaborative partnerships.

## Vendor 6: McNeely Pigott and Fox Public Relations, LLC

[Review Submission](#)



## Vendor 6 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 6 experience rating score** 35

## Vendor 6 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 6 capacity rating score** 33.80

## Vendor 6 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	<p>4</p>
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	<p>4</p>
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	<p>4</p>

**Vendor 6 workforce & education experience rating score** 16

## Vendor 6 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	<p>4</p>
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**Vendor 6 accomplishments and awards rating score** 8

**Vendor 6 rating score** 92.80

## Comments about McNeely Pigott and Fox Public Relations, LLC

Very thorough proposal. The examples provided did not clearly illustrate work done on behalf of collaborative partners in education and workforce, but did illustrate work done on behalf of individual partners in the workforce and/or education space.

## Vendor 7: Moore Communications Group, dba Moore, Inc.

[Review Submission](#)

## Vendor 7 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 7 experience rating score** 35

## Vendor 7 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 7 capacity rating score** 35

## Vendor 7 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	5
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	5
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	5

**Vendor 7 workforce & education experience rating score** 20

## Vendor 7 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	5
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**Vendor 7 accomplishments and awards rating score** 10

**Vendor 7 rating score** 100

### Comments about Moore Communications Group, dba Moore, Inc.

Responses to sections of the ITN were easy to read and evaluate - well-written and thoughtfully presented. This firm is the only firm to customize its responses to CareerSource Florida's specific needs in response to the REACH Act. The firm demonstrated significant capacity and expertise in outreach for Florida workforce and education organizations.

## Vendor 8: Quest Corporation of America

[Review Submission](#)

## Vendor 8 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 8 experience rating score** 32.20

## Vendor 8 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	4
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 8 capacity rating score** 29.20

## Vendor 8 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	4
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 8 workforce & education experience rating score** 16

## Vendor 8 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	3
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**Vendor 8 accomplishments and awards rating score** 6

**Vendor 8 rating score** 83.40

## Comments about Quest Corporation of America

The firm had a comprehensive response to the question about education and work experience as well as in-house capabilities. Video and brochure examples were ok but not extraordinary. Results of the FDOT campaign were commendable, but awards listing was a list of testimonials rather than PR/communications industry recognitions.

## Vendor 9: Strategic Digital Services, Inc.

[Review Submission](#)

## Vendor 9 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 9 experience rating score** 35

## Vendor 9 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	3
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	3
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	4

**Vendor 9 capacity rating score** 24.60

## Vendor 9 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	3
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	4

**Vendor 9 workforce & education experience rating score** 14.80

## Vendor 9 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	4
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**Vendor 9 accomplishments and awards rating score** 8

**Vendor 9 rating score** 82.40

### Comments about Strategic Digital Services, Inc.

The firm had well-done collateral materials. Links to staff members did not work for me so I was unable to determine experience or capacity of individual staff. The graphic design in the examples was appealing.

## Vendor 10: The Elite Agent & Co. LLC

[Review Submission](#)



## Vendor 10 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	1
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	1
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	1

**Vendor 10 experience rating score** 7

## Vendor 10 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	1
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	1
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	1
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	1

**Vendor 10 capacity rating score** 7

## Vendor 10 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	<p>1</p>
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	<p>1</p>
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	<p>1</p>

**Vendor 10 workforce & education experience rating score** 4

## Vendor 10 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	<p>1</p>
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**Vendor 10 accomplishments and awards rating score** 2

**Vendor 10 rating score** 20

## Comments about The Elite Agent & Co. LLC

This company does not appear to be a public information and outreach firm and does not demonstrate familiarity with the requirements for this ITN.

## Vendor 11: Tucker/Hall

[Review Submission](#)

## Vendor 11 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	4
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	4

**Vendor 11 experience rating score** 29.40

## Vendor 11 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	5
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	4
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 11 capacity rating score** 32.70

## Vendor 11 Workforce & Education Experience

<p>How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?</p>	4
<p>How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?</p>	1
<p>How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?</p>	4

**Vendor 11 workforce & education experience rating score** 12.40

## Vendor 11 Accomplishments and Awards

<p>How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?</p>	4
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**Vendor 11 accomplishments and awards rating score** 8

**Vendor 11 rating score** 82.50

### Comments about Tucker/Hall

The proposal was comprehensive; however, I did not see examples of work that specifically addressed customers of focus under WIOA and Perkins V. Information on accomplishments and awards did not include industry recognitions for Tucker/Hall but did for partner McKay. The accomplishments listed were impressive but links to verifications or reports would have been helpful.

## Vendor 12: Vistra Communications LLC

[Review Submission](#)

## Vendor 12 Experience

Has the firm's business been under their existing names and/or business structure for not less than five years from the date of issuance of this ITN?	5
How well does this firm demonstrate significant experience in all components of digital and traditional outreach, public relations, earned, owned (including social) and paid media management, graphic and web design, video production, public affairs and communications services to a statewide market?	5
How well does this firm demonstrate significant outreach and recruitment experience for organizations or entities with multiple partners, branch organizations or offices throughout the state?	5

**Vendor 12 experience rating score** 35

## Vendor 12 Capacity

Does the firm have the ability to attend virtual and in-person meetings at the Tallahassee offices of CareerSource Florida and the state Department of Education on a regular and as-needed basis, as well as in-person board or other meetings or outreach events around the state?	4
How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?	5
How well does this firm demonstrate significant in-house capacity to create and execute communications tools and tactics, listed in the "Experience" category, on an as-needed basis for CareerSource Florida, its network partners and the Florida Department of Education?	5
How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?	5

**Vendor 12 capacity rating score** 33.80

## Vendor 12 Workforce & Education Experience

How well does this firm demonstrate practical knowledge of and experience working with a workforce development organization(s), and statewide partner organizations such as Florida Department of Education, the State University System, the Florida College System and the Independent Colleges and Universities of Florida, and 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 within Florida's talent development ecosystem?	4
How well does this firm demonstrate knowledge of and experience in outreach to customers of focus under the federal WIOA and Perkins V Act, including but not limited to veterans and military spouses, low-income returning adult learners, special populations, and at-risk Floridians?	5
How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?	5

**Vendor 12 workforce & education experience rating score** 18.60

## Vendor 12 Accomplishments and Awards

How well does this firm demonstrate instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement?	5
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**Vendor 12 accomplishments and awards rating score** 10

**Vendor 12 rating score** 97.40

## Comments about Vistra Communications LLC

A well-done submission.

## Summary

Your ratings produced the following scores (out of a total of 100 possible points):

Boardroom Communications, Inc.: **54.60**

Dion Marketing Company, Inc.: **58.20**

Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC: **98.80**

Fiore Communications, Inc.: **75.80**

HBW Resources: **63.50**

McNeely Pigott and Fox Public Relations, LLC: **92.80**  
Moore Communications Group, dba Moore, Inc.: **100**  
Quest Corporation of America: **83.40**  
Strategic Digital Services, Inc.: **82.40**  
The Elite Agent & Co. LLC: **20**  
Tucker/Hall: **82.50**  
Vistra Communications LLC: **97.40**

If you are satisfied with your entries, please click the Review and Submit button, below.

**Vendor 1 (Boardroom Communications, Inc.) Score:** 54.60

**Vendor 2 (Dion Marketing Company, Inc.) Score:** 58.20

**Vendor 3 (Educational Data Systems, Inc. in partnership with Beasley Media Group, LLC) Score:** 98.80

**Vendor 4 (Fiore Communications, Inc.) Score:** 75.80

**Vendor 5 (HBW Resources) Score:** 63.50

**Vendor 6 (McNeely Pigott and Fox Public Relations, LLC) Score:** 92.80

**Vendor 7 (Moore Communications Group, dba Moore, Inc.) Score:** 100

**Vendor 8 (Quest Corporation of America) Score:** 83.40

**Vendor 9 (Strategic Digital Services, Inc.) Score:** 82.40

**Vendor 10 (The Elite Agent & Co. LLC) Score:** 20

**Vendor 11 (Tucker/Hall) Score:** 82.50

**Vendor 12 (Vistra Communications LLC) Score:** 97.40