

Scoring Criteria	
Public Information and Outreach Services ITN	
CareerSource Florida will select and negotiate a contract with a firm within the following parameters.	
Points	Categories
35% of total	Experience
Up to 7	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?
Up to 14	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?
Up to 14	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?
35% of total	Capacity
Up to 6	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-need basis, as well as in-person board or other meetings or outreach events around the state?
Up to 11.5	How well does this firm demonstrate significant in-house capacity to create and execute strategic, integrated statewide outreach and recruitment campaigns?
Up to 11.5	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?
Up to 6	How well does this firm demonstrate comprehensive, complete project management and commitment to customer service?
20% of total	Workforce and Education Experience
Up to 7	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?
Up to 6	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?
Up to 7	How well does this firm demonstrate work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles?
10% of total	Accomplishments and Awards
Up to 10	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?
All evaluations are public record	