



ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Boardroom Communications, Inc.

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Don

Last Name

Silver

Job Title

COO

Phone

[REDACTED]

Please enter your email

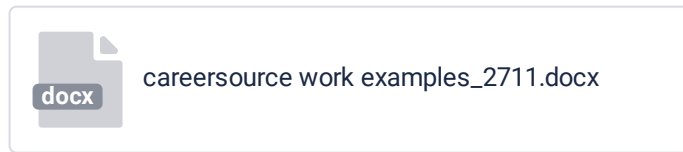
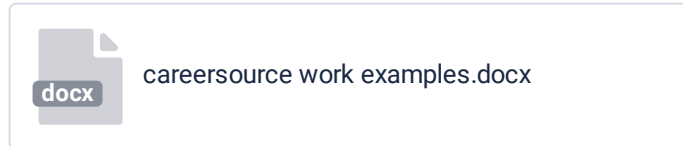
[REDACTED]

Number of years in business under the submitted name: 32

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

All Boardroom Communications – D.B.A. BoardroomPR – have earned degrees in one or more of the following areas: PR, journalism, communications or graphic arts.

We have seven former TV and print journalists, several of which have 10 to 20 years of experience; one former multimedia TV journalist; two former print editors; several experienced PR and crisis management pros; fully staffed social media, video production, SEO and graphic arts departments. . . . We also maintain offices throughout the state of Florida.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

1. Florida's Children First (FCF) is an award-winning, statewide non-profit organization dedicated to advancing the rights of at-risk children and youth in foster care. They focus on making big systemic changes that improve the system for thousands of youth in care today and in the future. They developed the Florida Youth SHINE program to provide foster youth the support, mentorship and empowerment they need to reach their full potential as advocates for their own needs. BoardroomPR has represented FCF since its inception in 2002 handling PR, advocacy, government affairs support, special events and community outreach. FCF has become Florida's voice for protecting foster children and at-risk youth. They are regularly interviewed by the media locally, across the state and nationally, on important issues impacting the health, well-being and rights of at-risk youth. www.floridachildrensfirst.org

2. [www.geographicsolutions.com](#)> Geographic Solutions is the nation's leading provider of software solutions for workforce development, unemployment insurance, labor market information, human services, corrections, education, employment and training. The company has developed state-of-the-art systems for agencies in more than 35 states. Geographic Solutions' software is available to more than 75% of the job seekers in the country. For more information, visit [www.geographicsolutions.com](#)> BoardroomPR has represented this significant Florida-based national tech firm for almost a year, publicizing its economic/jobs reports and workforce development tools used by states, as well as corrections and community colleges. We have helped the company develop reports of interest to the media and focused on success stories with various states.

3. Associated Builders & Contractors – East Florida and Florida statewide chapters + the ABCI Institute. ABC is the nation's largest construction trade organization and ABCI is a trade school offering training, apprenticeship and mentorship programs in Florida. [www.abceastflorida.com/www.wetrain.org](#) BoardroomPR has proudly represented ABC and ABCI for almost four years, providing media relations, public affairs, community outreach, social media management, special event promotion and video production services. We have helped ABC generate significant media coverage, locally, statewide and nationally by offering its executives to the media as experts in the construction and development areas. We have also been successful promoting the institute, showing career candidates how rewarding becoming a licensed construction professional can be. We have also spread the word on important legislative initiatives that promote training, apprenticeship and safety. Peter Dyga has also been offered to the media for important stories including several hurricanes, the FIU bridge disaster, crane safety, Surfside disaster, COVID and workplace safety, etc. Also, ABCI's chief executive, Ruth Tirado, has been interviewed by the media on important workforce development issues.

4. The Jim Moran Institute of Global Entrepreneurship serves entrepreneurs, business owners and nonprofit leaders in the throughout Florida with its Small Business Executive Program designed to take advantage of local resources. Providing executive education and leveraging, the resources of Jim Moran Institute (JMI) helps its clients' businesses and the region's economy grow and prosper. [www.jimmoraninstitute.fsu.edu](#) > BoardroomPR has represented JMI for several years in South, West and Central Florida helping promote its programs and events to the media and beyond.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



01-26-2021 Boca Raton Tribune.pdf



01-28-2021 SFBJ.pdf



01-29-2021 SFBW.pdf



02-01-2021 Greater Hollywood Chamber of C...



03-03-2021 SFBW.pdf



03-13-2020 Miami Herald.pdf



03-23-2020 SFBJ.pdf



04-14-2020 SFBW.pdf



04-30-2020 SFBJ.pdf



06-24-2021 Local 10.pdf



06-25-2021 Miami Herald.pdf



07-16-2020 ENR.pdf



08-15-2020 Sun Sentinel.pdf



09-14-2020 Miami Herald.pdf



10-07-2020 Ocala Star Banner.pdf



11-17-2020 Construction Dive.pdf



3-19-2020 Daily Business Review.pdf



Clip Links for Coverage Book - 2017.docx



Coverage Book Links - 2018.docx



Coverage Book Links - 2019.docx

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

Over the years, BoardroomPR and its execs and staff have garnered special recognition and awards including:

O'Dwyer's Top 100 PR firms in the nation

Daily Business Review, Best of for the past several years in the categories of PR, website development and social media.

Our firm has also been recognized among the top PR agencies in the USA by other organizations, Business of the Year by the Fort Lauderdale Chamber of Commerce, etc.

Disclosure Statement: Conflict of Interest (download here)



Conflict of Interest Disclosure career source....

**Drug-Free Workplace Certification
(download here)**



Drug-Free Workplace Certification.pdf

**Certification Regarding Debarment,
Suspension, Ineligibility and Voluntary
Exclusion Contracts/Subcontracts
(download here)**



Certification Regarding Debarment.pdf

**Certification Regarding Lobbying
Certification for Contracts, Grants,
Loans and Cooperative Agreements
(download here)**



Certification Regarding Lobbying.pdf

CMBE CERTIFICATION Attach a copy of your Certified Minority Business Enterprise (CMBE) Certification, if certified with the Florida Department of Management Services. Whenever possible, CareerSource Florida shall make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, in procuring audit services as stated in 2 CFR 200, Section 200.321 – Contracting with Small and Minority Businesses, Women's Business Enterprises, and labor surplus area firms, or the FAR (48 CFR part 42), as applicable.



Boardroom Communications Inc. 2021.pdf



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Company Information

Legal Name of Firm

Dion Marketing Company, Inc.

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Julie

Last Name

Dion

Job Title

President

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 12

Experience

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DION Media Kit 2021 - General.pdf



DMC Marketing Strategy 2021 Client Example...

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

List education and work experience of your firm's staff and describe in-house capabilities.

Dion Marketing Company is a full-service marketing firm located in Jacksonville, FL, and our experience developing and executing successful marketing campaigns is extensive and broad in scope. Established in 2009, Dion Marketing has conducted many successful local, regional, and national digital marketing campaigns for a variety of industries and clients. Dion Marketing is the perfect fit for many reasons:

- Extensive Experience

We have developed and executed many successful marketing, public relations, and awareness campaigns throughout the years for our clients. We all have communications, advertising or design degrees from accredited colleges and universities

- Exceptional Organizational Skills

- Creativity

We have experience working with dozens of different brands and know how to adhere by brand standards while still being creative and thinking out of the box

- Deliverables

We pride ourselves on our turn-around time. Heck, our moniker is being ON the Ball! Yet we know how important it is to pay attention to the details, too. We also know how to take direction and work within those perimeters.

- Affordable!

When comparing to other firms, we think our rates are value-driven, because not only are they reasonable, but our fast turn-around times will prevent us from getting behind and our attention to details will eliminate unnecessary back-and forth.

Although we have worked with annual budgets of over \$1M, we have also worked with annual budgets less \$30K and have successfully achieved the goals at hand.

With over \$150,000 in operating capital available, our company is financially sound and always in a good position to pay for advertising campaigns that will be reimbursed after each invoice submission.

Our mission statement aligns with what CareerSource Florida needs from their vendor for creating and executing a digital marketing campaign: ***to provide focused and targeted marketing efforts, which will produce measurable, positive results while being cost-effective and most efficient in spending.***

Our firm is a full-service agency that performs in-house day-to-day strategies, tactics and work for our clients including graphic design. Our team is comprised of professionals who are well-balanced in creative and analytical thinking, with in-depth experience creating and placing advertising. Lots of larger companies prefer to work with our lean, nimble team because of quicker turnaround times and less “red tape.”

Dion Marketing brings to the table many successful years of negotiating, buying, and measuring advertising for multiple clients in various U.S. markets We also have extensive media buying experience with digital advertising.

We are a Google Certified Partner which means that we have met the criteria of demonstrated Google Ads skill and expertise, met Google ad spend requirements, delivered company agency and client revenue growth, and sustained and grown its client base. We are Facebook Advertising Partners, too, which is awarded by Facebook to companies who meet the highest standards of performance and service.

Day-to-day in-house activity at Dion Marketing consists of creating marketing and communications plans and executing tactics to achieve our clients' goals. These include:

- Search engine optimization
- Search engine marketing “pay per click”, extended display targeting, online display ads
- Keyword development
- Ancillary social media services
- Geofencing campaigns
- Monthly analytics reports
- Monthly progress phone call
- Continual modification of tactics based on analytics
- Media outreach

Julie Dion:

Julie Dion is Project Manager. She will lead the campaign development and communication efforts between Dion Marketing and CareerSource Florida. Julie will also submit invoices, provide monthly analytic reports and be available for all correspondence between CareerSource Florida and Dion Marketing. Julie will lead the monthly progress calls.

Julie is a hands-on business owner who leads her team with creative ideas and strategic initiatives. She specializes in media planning, negotiation and integrated marketing strategies and has developed hundreds of successful marketing plans. She is a seasoned marketing professional with nearly two decades of marketing and advertising experience. She has led Dion Marketing's client relations, and her firm has worked with dozens of large and small businesses, nonprofits manufacturers and organizations throughout the United States. She is recognized as a leader in the marketing industry and in her community and her company has produced top marketing awards of excellence for her clients including 8 international marketing awards 2017-2019. Julie serves on Duval County Florida's Research and Development Authority, served on the Board of Directors for the Jacksonville Chamber of Commerce's Transportation and Logistics Council 2014-2016, was a 2015 Jacksonville Chamber of Commerce Business Leader of the Year and has previously served on the marketing committees for IAAPA and was a member of the Tourism Development Council for Duval County. She has a B.A. degree in Journalism from the University of North Carolina at Chapel Hill, with her area of concentration in Advertising. In

addition to her work experience, Dion also studied and completed extensive training through

the Media Buying Academy in Washington, DC. She is also a speaker at nationwide and international conferences and has spoken on dozens of occasions throughout the years on a variety of marketing topics.

Kellee Zimmerman:

Kellee is the Digital Media Planner for the digital marketing campaign. She has worked at Dion Marketing for 6 years and leads the digital marketing efforts at the firm. Kellee's marketing skills are broad, with an emphasis on research and understanding customer buying trends, customer service, online behavior and how to better reach our client's target audiences through keyword development, digital advertising, studying, conducting, and analyzing insights and statistics.

Lisa Gurney:

Lisa is Dion Marketing's Creative Director, and she will lead all design efforts for the digital marketing campaign. Lisa has worked at Dion Marketing for 7 years. She has a keen insight for communicating through design and turns marketing strategies into visual representations to reach whatever goal our clients set. She has a good understanding for identifying unique selling propositions and a keen eye for creating and developing branding elements for all types of marketing campaigns.

Beverly Won-ken:

Beverly is Communications Specialist at Dion Marketing and will lead PR and external communication efforts. Beverly has an extensive background in customer service, making her keen to consumers' needs and expectations.

Miranda Rossum:

Miranda will support the team by helping conduct research, assist with writing content creation, report-building, and anything else research and administrative-related.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

We have experience working with workforce organizations including Clearwater Business SPARK who we started working with in October of 2020 developing marketing campaigns for the organization and its 10 regional partners. Since we launched, web users have increased 147%, with 136% more page views.

In 2015, Dion Marketing was hired by JAX Chamber to promote and grow a new council, the Transportation and Logistics Council. We achieved the goals by creating an optimized website that we also managed, developed a social media strategy and executed it by creating, posting and boosting content on Facebook and LinkedIn, and we placed digital ads to raise awareness, grow membership and grow attendance for the council.

Another example of our successful digital marketing efforts is from our partnership with Children of Fallen Patriots Foundation (Fallen Patriots). Fallen Patriots is a national nonprofit who relies on donations to achieve their mission of providing college scholarships to military children who lost a parent in the line of duty. When we started working with them in 2015, their annual donations totaled \$1.1M, with a cumulative amount since 2002 of \$8.5M. They hired Dion Marketing to raise awareness through digital marketing efforts, social media management and public relations to ultimately increase donations. We are proud to report that in 2019, annual donations grew over 8 times the amount from when we started to \$8.3M and \$35.2M in cumulative earnings.

Another example that demonstrates our overall marketing success is our work with Daytona Lagoon, a regional family entertainment center and waterpark located in Central Florida that markets to all of Florida. Hurricane Irma devastated the waterpark and took out one of their premier slides. They invested millions of dollars to repair damage and to replace the waterslide. In an increasingly crowded marketplace competing for family fun, they invested in a second waterslide that could utilize the same slide tower, minimizing the additional expense while forecasting a better return on their investment with two new slides instead of one. In 2019, they hired Dion Marketing as the Agency of Record to grow revenue to justify and recoup the investment of the new waterslides.

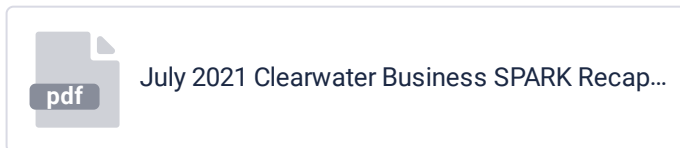
Through our extensive digital marketing analyses and efforts, we identified new opportunities such as geographical areas throughout Florida to market to and advertise discounted waterpark attraction tickets. Knowing how efficient and effective digital marketing is when done correctly, we sought out a variety of digital advertising solutions to achieve the goals, including SEO, social media management, digital marketing campaigns that included geo-fencing, social media ads, YouTube, search and remarketing ads, and each digital channel was assigned a promo code in order to track each ad medium.

Ultimately, Dion Marketing's efforts resulted in a 20% increase in Revenue and Attendance, and 200% increase in Online Sales for Daytona Lagoon!

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

Julie Dion, President, was featured last month in 2 national publications who recognize her as a thought leader in the marketing industry:

Thrive Global: <https://thriveglobal.com/stories/julie-dion-of-dion-marketing-company-be-adaptable/>

Authority Magazine: <https://medium.com/@orlandozayas/julie-dion-of-dion-marketing-company-how-to-effectively-leverage-the-power-of-digital-marketing-c2c5c6e7b625>

She was also interviewed with Marketing Sherpa where she features a case study for client Daytona Lagoon:

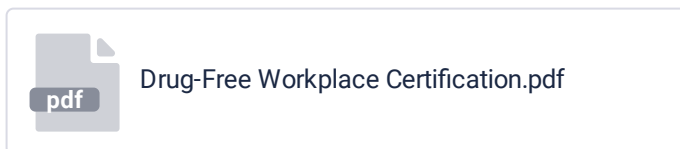
<https://marketingsherpa.com/article/case-study/education-cosmetics-amusement-park-marketing-case-studies?ga=2.110805637.1429343835.1629337081-395698192.1629337081>

Dion Marketing has been named BEST PR FIRMS IN JACKSONVILLE 5 years in a row by Expertise. We've also won 9 marketing awards for our clients in the waterpark industry in 3 years from World Waterpark Association.

Disclosure Statement: Conflict of Interest (download here)



Drug-Free Workplace Certification (download here)



Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Certification Regarding Debarment.pdf

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



68_Certification Regarding Debarment_392.pdf

CMBE CERTIFICATION Attach a copy of your Certified Minority Business Enterprise (CMBE) Certification, if certified with the Florida Department of Management Services. Whenever possible, CareerSource Florida shall make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, in procuring audit services as stated in 2 CFR 200, Section 200.321 – Contracting with Small and Minority Businesses, Women's Business Enterprises, and labor surplus area firms, or the FAR (48 CFR part 42), as applicable.



OSD_MBE_Certificate.pdf



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Company Information

Legal Name of Firm

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

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Kevin

Last Name

Schnieders

Job Title

CEO

Phone

[REDACTED]

Please enter your email

[REDACTED]

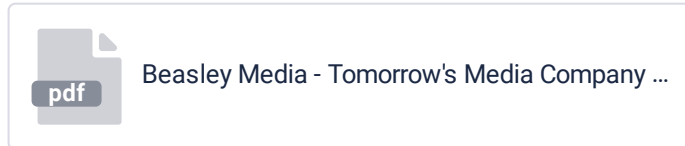
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Educational Data Systems, Inc., (EDSI) and Beasley Media Group LLC, have created a dynamic and collaborative partnership that is capable of providing strategic, tailored, and customer-focused outreach, recruitment, and public information services for CareerSource Florida. Through the combined expertise of EDSI in workforce development and Beasley Media in full-service communications, we will increase public awareness of workforce development services and the various programs available.

EDSI

Educational Data Systems, Inc., (EDSI) is a privately held workforce development and management consulting company founded in 1979. The company has been working with the public sector, private industry, and labor organizations for more than 42 years. EDSI has worked with state agencies, workforce development boards, economic development agencies, community partners, and employers to deliver innovative solutions that create a better workforce. We currently have a staff of more than 800 employees in 9 states and over 115 government contracts. Our corporate office is located in Dearborn, MI.

EDSI is a purpose-driven company; we are passionate about helping our clients. We believe that we can make a difference, and can help our clients achieve their financial, strategic, and social goals. We also believe in living our professional lives in service to others and exemplifying our mission statement daily: "We must strive to create enthusiasm in our clients, see through their eyes, understand their needs, and deliver more than they expect."

EDSI's mission statement truly defines how we interact with all our customers, including our funding agencies, partner organizations, employers, and team members. Our high percentage of renewed contracts demonstrates that we live up to this goal. EDSI's core values of "Show Up, Smile and Support" are easy to remember and lead to successful, long-term tenured EDSI staff.

In the consulting projects we undertake, and in the communities where we operate services directly,

EDSI engages deeply with workforce boards, workforce development providers, community-based organizations, economic development entities, chambers of commerce, community colleges, industry groups, and businesses. Since 1994, EDSI's consultants have worked with state and local workforce development and economic development agencies who oversee state and local WIOA programming.

Throughout EDSI's steady growth in recent years, we have attained a "national appeal with a small feel. Each EDSI team is supported by the resources, innovations, and the perspective of a national organization all while providing the personalized attention of a local partner. Our Regional Directors live in and are invested in the communities we serve. They are involved with the people and organizations we work with, while also maintaining strong ties to EDSI's other Directors and Program Managers around the country. This creates an environment conducive to sharing best practices and gives us the capacity to redirect resources as needed to handle start-up and expansion of services. The following EDSI staff members will help to launch, implement, and manage this project.

EDSI staff will include:

Roe Falcone

Roe joined EDSI in 1998 and has held a variety of positions that have given her broad experience for her current position as Director of Strategic Partnerships. In this position, Roe is responsible for developing and maintaining collaborative relationships with funders and key strategic partners. In addition, she is instrumental in executing the overall vision for business development and sales.

Previously, in her role as Regional Director of Operations, she was responsible for achieving program goals and managing staff and budgets for workforce development programs in Pennsylvania and Maryland. These programs serve the TANF population, adult and dislocated workers, refugees, youth, noncustodial parents, and returning citizens. Roe has distinguished herself by bringing innovative ideas to program operations and for the hiring and development of employees for new program start-ups. Roe also delivers training to EDSI staff on leadership, communication, and team building.

In addition, Roe has presented at multiple professional events and conferences on a wide variety of topics, including Building a Strong Culture, Industry-Specific Boot Camp Training, Collaboration, and Workforce Development. Roe played an instrumental role in the State of New Jersey Value Stream Mapping project, which led to systematic, continuous improvement recommendations on customer flow, process improvement, and training and development. She currently serves on the Employment and Training Advisory Committee for the State of Pennsylvania and acts as a board member for Philadelphia's Workforce Professional Alliance and the Delaware County Chamber of Commerce Foundation. In addition, she serves on several other local boards and committees: Billy Mock Foundation, Wright Legacy, Dickinson College Alumni Counsel, All-Star Labor Classic Committee, Friends of Red Devil Basketball Committee, and is the varsity girls basketball coach at Ridley High School in Pennsylvania.

Roe holds a BA from Dickinson College in Pennsylvania.

Ken Mall

Ken has been with EDSI for over 25 years and has extensive leadership experience working with top-tier companies, labor organizations, and government agencies identifying the skill and organizational needs of their workforces and developing and implementing solutions to meet those needs. His vision and expertise in workforce consulting have helped organizations with notable growth in the technical and business skills of their workers. Nationally, Ken has been working with a variety of organizations to improve their talent management processes and strategies. He has worked with the public transit industry on certification and maintenance training standards projects, as well as many joint labor/management training projects throughout the country.

Ken has advised more than 65 government, workforce development, and economic development agencies at the state, local, and regional levels. At the state level, he is currently advising the Michigan Department of Labor and Economic Opportunity, which oversees all the state's workforce development programs. He and other members of the EDSI team just completed the first phase of the project with the New Jersey Department of Labor that included the creation of customer journey maps for all workforce programs across the state. Ken has also provided advisory services for the Indiana Department of Workforce Development, the Pennsylvania Department of Labor and Industry, the Connecticut Department of Labor, and workforce agencies in Chicago, Detroit, Jacksonville, Philadelphia, and New York City. Ken led a team that aided the Florida-Georgia Workforce Alliance to research and identify key industry sectors and growing, in-demand careers within each sector. EDSI's scope of work included conducting a comprehensive labor market analysis, assisting the FGWA in creating a sector strategy, and developing a strategic action plan that aligned industry sector work across the six Local Workforce Development Board areas across southern Georgia and northern Florida. Ken convened a network of workforce development, education, business, and community stakeholders to craft both the regional strategy and distinct local strategies across the two-state region.

Ken holds a BBA in Corporate Finance and an MS in Economics from Walsh College.

Terri Kaufman

Terri has over 27 years of management experience and a proven track record in assisting organizations in developing and enhancing services for both the public and private sectors. She served as the Executive Director of the South Central Workforce Investment Board, one of Pennsylvania's largest local Workforce Investment Boards. Terri also served as the Deputy Director of Pennsylvania's Workforce Investment Board. In that capacity, she helped design and manage the daily operations of Pennsylvania's nationally recognized Industry Partnership Program. Terri is experienced in the development and execution of market expansion efforts, industry partnerships, educational partnerships, grant development/management, and the implementation of public policy initiatives designed to promote growth.

Terri has a proven track record of restructuring organizations and enhancing services to become high performing and financially secure in both the public and private sectors. She is experienced in grant management, personnel management, program development, financial administration, and product development, resulting in successful business expansion and profitability for these regions. She is experienced in the development and execution of market expansion efforts, industry and educational partnerships, grant development management and implementation of public/private policy initiatives designed to promote growth. Terri served as the Executive Director of the Ben Franklin/IRC Partnership Authority and Development and managed the Commonwealth's Science & Technology Grant Programs with universities and colleges. She helped develop new legislation for customized job training programs and has been responsible for contract and fiscal management of grant funds in excess of \$50 million. She worked directly on business expansion and retention services, and as Deputy Director for PA's WDB, Terri developed and managed the Commonwealth's Industry Partnership Program, which supported in excess of 40 partnerships. Terri developed the Board's High Performance LWDB Review which was designed to identify high performing local boards, as well as identified deficiencies and corrective actions for local boards who required improvements. As the Executive Director of the South Central WIB, she managed an eight county region and six job centers. During her tenure, she increased grant revenue and exceeded all performance goals and objectives.

Terri was the Deputy Director of PA's WDB where she worked closely with Center for Workforce Information and Analysis to review trends in the labor market data. She worked with a team to develop industry cluster analyses for the Commonwealth which was then utilized to identify key growth industry sectors. She worked both on the state and local board levels in the development of strategic plans and sector analysis. While at the DCED, she worked with economic development organizations and educational providers in designing new training initiatives to meet the needs of employers through the

review of data.

Terri has a BS in Economics and Sociology with a focus on Industrial Relations from the University of Pittsburgh.

Trevor Stout

Trevor has served in many roles throughout his career at EDSI, beginning as a WIOA Youth Advocate, then transitioning to Business Services before being named Project Coordinator for the Trade Adjustment Assistant Community College and Career Training program (TAACCCT) with community colleges in the Lehigh Valley, PA. With EDSI Consulting, Trevor worked with major employers and workforce development boards to develop competency analyses, employer best practices, and regional skill gap analyses. He has managed regional training efforts for EDSI's Business Services Representatives, coordinated employer forums, and promoted digital outreach initiatives to program participants in Luzerne and Schuylkill counties.

Using his experience with both jobseekers and employers, he served as the Instructor for EDSI's Healthcare Boot Camp in Connecticut and the Manufacturing Boot Camp in Pennsylvania, which prepared individuals for career pathways in high-priority occupations through contextualized learning and hands-on activities. Trevor was instrumental in the start-up of EDSI's Lancaster, Pennsylvania, WIOA Youth Program, N. Middle TN WIOA Program and has helped standardize EDSI's start-up processes to facilitate smooth implementation of new programs. Trevor served as the Project Manager for the Tampa R3 program, overseeing daily operations of 20+ team members. The short-term program enrolled 1,400 Hillsborough County jobseekers adversely affected by the pandemic, providing them with access to occupational skills training, virtual job fairs, paid work experiences, and OJTs. Most recently, Trevor has served as the WIOA Program Director with EDSI at CareerSource Tampa Bay.

Trevor holds a BS in Outdoor Leadership and MS in School Counseling from Southern Adventist University.

Beasley Media

Beasley Media Group (BMG), LLC, a subsidiary of Beasley Broadcast Group, Inc., is a multiplatform media company providing advertising and digital marketing solutions across the United States. The company owns 63 radio properties located in large and medium markets across the country. In addition, Beasley Media has capabilities in audio technology, esports, podcasting, e-commerce, and events. Beasley Media Group is headquartered in Naples, FL, and has operated radio and advertising outlets for over 60 years. BMG's platforms reach more than 20 million consumers weekly. On-air, we speak to 11.8 million customers each week with live and local personalities in the markets they broadcast. Another 2 million follow us on our streaming feeds. Our brand websites provide access to 6 million loyal fans each month and integrate seamlessly with our mobile apps, smart speakers, streaming players, and e-commerce platforms. Socially, we have over 2.5 million followers on our brand platforms and offer audience extension platforms to reach loyal customers where they spend their time. Our teams produce more than 10,000 events each year that provide access to major artists, celebrities, sports stars, and emerging talent. Plus, we can activate promotions on-site at advertising partners locations to bring foot traffic. We help sell about half a million tickets a year to various events and sell them for online viewing and on-site for our eSports teams. Beasley is committed to understanding the audiences we access each week and delivering custom marketing programs to our advertising partners. Through our audience extension tools, we develop marketing campaigns worldwide and have access to the majority of the United States consumers through a variety of targeted tools. Our job is to create an impact between audiences and the advertising programs we offer to our partners.

Kelly Wallace

Kelly Wallace is the Director of Digital for Beasley Media Group in Philadelphia. She has worked in marketing and media for 26 years and has been in digital leadership for the past 14 years. Kelly's expertise is working with brands on their marketing objectives and creating strategic plans to achieve their goals. Working across various industries, Kelly is known for her objectivity and customer-centric approach to developing marketing campaign solutions to achieve the client's goals. Throughout her career, Kelly has worked strategically with major venues to create unique events and sponsor partnerships.

In 2007, Kelly was selected to lead the Philadelphia-based digital division of Greater Media, Inc, and grew it from a small team into a fully in-house digital agency. Beasley Media Group purchased Greater Media in 2016 and expanded its robust digital agency team throughout the country. Her primary role at Beasley Media is to oversee the day-to-day digital operations. These operations include staff development, strategic offerings, and client relationships.

Throughout the years, Kelly has worked on numerous local, regional, and national campaigns. These campaigns range from healthcare, education, retail, automotive, lifestyle events, and home services. The variety of industry campaigns allows a wide breadth of experience to identify which strategies and tools work best to achieve specific results. The motto and client commitment of Kelly's team includes three things Coaching, Ideas, and Results.

In addition to being a professionally trained creative brainstorm facilitator, Kelly also won the 2021 Digital Sales Manager of the Year award and has presented at industry events for the NAB, LMA, Philly Ad Club, and Broadcast Pioneers.

Kelly currently serves on the Board of Directors for Mac's Fund. Previously she has served on the Board of Directors for the Philadelphia Animal Welfare Society (PAWS) for three years. She is an active animal rescue volunteer and foster.

Kelly holds a BA in Communications from West Chester University of Pennsylvania.

Bill Moore

Bill has served in many roles throughout his 19-year career in marketing and advertising. He handled media placement through an advertising agency for a Fortune 500 company for their national marketing campaign utilizing traditional media, cooperative advertising strategies, and eye-catching promotional concepts to drive ROI for local dealers in their respective markets. Bill was a marketing representative for a cluster of newspapers that were distributed regionally throughout the Philadelphia area. There, he had helped create marketing plans for local businesses that showed increases in retail sales, foot traffic, and brand recall.

The majority of Bill's career has been in broadcast and digital media with Beasley Media Group. During this time has created effective programs for single location retail businesses, major national chains, and government agencies throughout his 17 years of marketing campaigns. His marketing solutions have ranged from providing promotional teams for client events, incorporating clients into city-wide event sponsorships, radio broadcasts, and customized digital solutions targeted to specific audiences to generate results.

Using his expertise and extensive training, he has crafted custom marketing programs for clients of varying industries. His focus is always to customize programs designed to meet a specific marketing objective. While these programs may be scalable, they are always custom-built for that individual client.

Over the past few years, the focus of client campaigns has been driven by recruitment needs. He has most recently worked with the Pennsylvania Workforce Development board to craft campaigns for county governments to build awareness for available employment services and drive residents to

enroll in their career services. Through the programs this past summer, Beasley helped drive almost 1,000 people into just two facilities for their seminars, which “was more than they have ever had enroll” and generate thousands of new users to the site to explore their offerings. Beasley strategically built programs using broadcast radio, behavioral targeted digital advertising, addressable geofencing of resident’s homes, targeted social media, and digital television (OTT/CTV) designed to surround the target consumer. Each Workforce Development board has come back with multiple programs this fall due to the success of the campaigns.

Through his role at Beasley Media, Bill has run training seminars for his respective teams, invited to host educational seminars at industry trade shows, has been the team lead for Beasley for multiple major advertising categories, and works both in local markets as well as directly for the VP of National Advertising. Bill is a perennial recipient of Beasley’s President’s Club award and has been recognized nationally by the Radio Advertising Bureau (RAB) for his work with digital marketing. In addition, he is a certified Digital Radio and Marketing Consultant by the (RAB), has completed hundreds of hours of training every year to stay on top of marketing trends.

Bill holds a BA in Business Administration with Marketing and Management focus from Millersville University.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section “Purpose.” 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

**EDSI

The EDSI team is extremely familiar with WIOA legislation and the need to engage businesses under sector-based partnership strategies. By doing so, regions can identify the needs of multiple employers and have them prioritize in-demand occupations. We have proven workforce development practices based on demand-driven processes, which identify employer’s needs using a sector-based approach.

The EDSI team is experienced in working in regions that have a diverse array of community-based partners and state and local government agencies that have a multitude of services that must be leveraged to better serve employers and job seekers. Our team has years of experience in developing and building partnerships in the community that enables limited resources to be leveraged effectively. We have successfully broken down program silos by implementing fully integrated One-Stop Centers in numerous locations – both in rural and urban areas.

In many of our engagements, the EDSI team connects with a variety of stakeholders. For example, our work in Missouri and New Jersey has included engagement with State leadership staff; the State Workforce Development Boards; each of the Local Workforce Development Boards, Directors, and staff; American Job Center staff including contractor staff and state Wagner-Peyser staff; Job Center partners including Veterans, Vocational Rehab, and Adult Education staff; labor unions including the AFL-CIO; local construction and manufacturing trade associations; Chief Local Elected Officials; other state-level departments including Career and Technical Education; community colleges; private training providers; and Job Center customers including job seekers and employers.

EDSI served as the professional development provider for Indiana’s Workforce Development Adult

Education division for five years. Our work supported both adult education and workforce development services. Currently, EDSI is the professional development provider with the Michigan Department of Labor and Economic Opportunity (LEO) and manages the creation and implementation of a multi-year professional development program.

National Experience: EDSI has worked with several national organizations to assess their workforce development programs and assist them in developing and implementing workforce development strategies. In 2021, the National Governors Association (NGA) contracted with EDSI to provide technical assistance to members of NGA's Workforce Innovation Network. The National Governors Association is the bipartisan voice of the nation's governors and one of the most respected public policy organizations in the country. The association's members are the governors of the 55 states, territories, and commonwealths. Illinois is among the inaugural cohort of grantees in the Workforce Innovation Network, which also includes Alabama, Arizona, Colorado, Hawaii, Maine, Missouri, New Mexico, Nevada, and Washington. The Network is focused on expanding access to essential support services, rapidly connecting job seekers to work, advancing digital access and skill development, and enhancing job quality for all workers. EDSI's role with NGA WIN is to advise state leadership on workforce innovations, support them in finalizing their workforce strategies, and assist them with implementing the strategies.

Regional Experience: Our team has worked with regional collaborations of workforce development boards and national organizations, promoting workforce development. The Workforce Alliance is a multi-state workforce development cooperative that includes LWDB's in Florida, Georgia, and Alabama, and is focused on coordinating workforce development services to efficiently serve the residents and businesses in all three states. Our scope of work included conducting a comprehensive curriculum review and sector strategy study for the partner Local Workforce Development Board (LWDB) areas that stretch across the Alliance region. Through this project, we brought together a collaborative network of workforce development, education and training, business, and community stakeholders. A stated goal of the study was to identify key sectors, growing in-demand careers in each sector, and identifying the various approved training providers and their certifications related to the growing careers.

The Oh-Penn Manufacturing Consortium, which is funded in part by the West Central Pennsylvania Jobs Partnership, covers a five-county interstate region that includes three counties in eastern Ohio and two counties in western Pennsylvania. The key goal of EDSI's work with the Oh-Penn Manufacturing Consortium was to identify the specific needs of the current workforce in the region and provided data to support the development and enhancement of responsive workforce training in the region. Outcomes included a comprehensive regional asset map, a catalog of available training resources, and industry-recognized credentials mapped to the region's in-demand occupations.

State Experience: EDSI is currently under contract with the Michigan Department of Labor and Economic Opportunity; the Missouri Department of Higher Education and Workforce Development (DHEWD); the State of Hawaii Workforce Development Council, Department of Labor and Industrial Relations; and has recently been awarded a contract with CareerSource Florida (the public/private corporation established by the legislature to oversee the state's workforce development system).

Over the past several years, EDSI has provided services to the Indiana Department of Workforce Development, the New Jersey Department of Labor and Workforce Development, the Pennsylvania Department of Labor and Industry, the Indiana Center for Education and Career Innovation, and the Connecticut Department of Labor.

Under contract with the Indiana Department of Workforce Development, EDSI conducted a benchmarking study of the 70 adult education training programs across the state. The comprehensive study included reviewing training materials, training methods and systems, career pathways, and interaction/relationship

to the American Job Centers in Indiana.

In partnership with the Indiana Center for Education and Career Innovation (CECI), EDSI conducted a study focused on quantifying the returns on investment for secondary students taking Career and Technical Education (CTE) courses. The ultimate goal of the study was to develop a formula to calculate the return on investment for CTE programs in Indiana and to apply this formula to allocate funding to future CTE education programs where they would have the most impact for the community. For this project, outcome data was analyzed from more than 298 career and technical education programs and 609,000 students.

We also provided consulting services to the State of Indiana to realign their workforce development and adult education services in preparation of the implementation of WIOA. We have been in the forefront of aligning service integration in North Carolina and Pennsylvania. EDSI's model of integration of services is not only a colocation of partners, but rather a true alignment of services and resources to better serve job seekers and employers.

EDSI is a subcontractor to McKinsey and Company on a project with the Massachusetts Executive Office of Labor and Workforce Development. We are currently under contract with the South Carolina Department of Commerce to provide strategic workforce advice regarding their economic development activities.

Our projects with the State of Missouri, State of New Jersey, and State of Indiana included an inventory of all Workforce Development Programs operating in each state, program overviews, cost and budget information, funding sources, enrollment, and performance outcomes, including training completions, credentials earned, placement rates, and wages – among several other data points. Our work also included advising state and local leadership on how to maximize funding sources, updating business processes, and leveraging technology to support more customers remotely, with a focus on a customer- (or human) centered approach.

Missouri's Job Centers of the Future (www.bestinmidwest.com/) project is designed to better serve job seeker and employer customers across the state of Missouri. The JCF project was planned as a year-long initiative that engaged with the state workforce development board, all 14 of the state's local workforce development boards, stakeholders, and partners across the state, including locally elected officials, economic development agencies, community-based organizations, and non-profits, employers, and job seekers.

The project was overseen by a statewide task force made up of representatives from several state and local agencies, including Labor, Unemployment, Education, Economic Development, Social Services, statewide employer associations, and the AFL-CIO. Throughout the course of the project, the EDSI team planned, organized, and facilitated four task force meetings and four short task force briefings to keep the task force informed of the project's status and seek their input on findings and critical issues.

One of the main features of the project was to understand and document employer and job seeker experiences engaging with the public workforce development system. How effectively and efficiently are job seekers assessing training and job search services? How effectively and efficiently are employers accessing job postings and employee training services? What were the outcomes of these engagements? The EDSI team interviewed more than 130 job seekers across the state to determine how they accessed services, the outcomes they achieved, and if they had any suggestions to improve the customer experience. The EDSI team also facilitated 16 employer focus groups across the state, engaging with more than 140 employers asking them similar questions – how they accessed services, the outcomes they achieved, and if they had any suggestions to improve the customer experience.

After engaging job seekers and employers, the EDSI team then facilitated a series of 14 Job Center staff focus groups across the state that included WIOA staff and Job Center partners, followed by a series of seven focus groups that included state and Wagner-Peyser staff. In addition to the focus groups, a

statewide staff survey was developed and deployed to gain additional anonymous feedback from frontline staff regarding the operations of the job center and the public workforce development systems. The survey had more than 340 responses, an 85% participation rate among staff.

All the focus groups and survey data collected were utilized to create job seeker and employer customer journey maps, a visual and graphical representation of the process job seekers and employers follow as they navigate the system. The journey mapping process revealed opportunities for the job centers to improve the customer experience, eliminate duplicative and repetitive steps, utilize technology more successfully, interact effectively with partners and stakeholders, and ultimately drive better outcomes.

The customer journey mapping process led to the convening of a statewide Journey Map Summit, facilitated by EDSI, that brought together all 14 local workforce board directors to strategize how to improve the customer experience.

Another feature of the Job Centers of the Future project was understanding the state of Missouri's workforce development system performance compared to the 13 other Midwestern states. The EDSI team collected WIOA and Wagner-Peyser data from each state to determine how the states were performing relative to the ETA's common measures: enrollments, employment rate, median earnings, credential rate, and measurable skills gains. Understanding that state policy from state-to-state impacts performance measures, the EDSI team researched policies from each state to identify opportunities to modify policies to impact outcomes.

For example, states that have a training policy that leans heavily on their community college system to provide training often have delayed outcomes because it may take several months to complete coursework, earn a credential, and gain employment. This path can lead to higher median earnings, but also costs more per participant, which means the system will serve fewer participants. This approach is not good or bad. It is important to understand what the workforce development system desires to achieve and the relationship between state and local policies in working toward that goal.

The project closeout included EDSI facilitating a day-long State Workforce Development Board retreat to review the project's outcomes, finalize strategy, and plan for implementation. EDSI continues to advise DHEWD, the state workforce development board, and the local workforce development boards on the implementation of JCF.

Beasley Media

Beasley has worked with state and local governments on projects for the Department of Health, Department of Transportation, Liquor Control Boards, Travel and Tourism, Department of Health and Human Services, Department of Insurance, Health and Safety, CHIP, Department of Treasury, Workforce Development Boards, Education Associations, The Department of Transportation, the Department of Homeland Security, and all branches of the military. Additionally, Beasley has worked on numerous educational projects for public and private schools for regional recruitment campaigns for local, regional, and national institutions. These range from early childhood, primary and secondary schools, local and national universities, and national technical schools (examples: Strayer University, University of Phoenix Online, University of Maryland, Lincoln Technical Institute, Goddard Schools, and more).

Beasley created programs for the New Jersey Education Association, working with a combination of state and regional departments to build a campaign that celebrates educators throughout the state. By combining broadcast radio, email marketing, digital media, event-based marketing, and testimonial commercials, Beasley has built a campaign to honor educators throughout the state of New Jersey. It allowed educators to nominate other educators and support personnel by telling their stories on the radio. The internal PR was so successful they have renewed several years in a row and are about to start another year. Each honoree was awarded a special gift from Beasley Media and NJEA and celebrated with a special event.

Beasley worked with the Pennsylvania CareerLink[®] to create marketing programs to increase enrollment in career service seminars and the number of job applicants using their online services. The initial program launched in 3 specific counties that needed significant help. An analysis of residents in those particular counties and working with the local Workforce Development boards, Beasley determined the percentage of people likely to use the services based on income changes. The analysis results included the percentage of residents that could be underemployed due to the pandemic-related job changes, people likely to change jobs in the next year, and those that could be unemployed and looking for work.

Through custom programming, Beasley identified residential areas and surrounded them with a media campaign that reached them through broadcast radio (targeted by the stations those residents were likely to listen to), streaming radio, and podcasts. Radio programming included written scripts, recorded commercials, and on-air personalities read commercials live on air. Beasley also targeted digital advertising to reach people while reading articles about employment, searching for jobs, uploading resumes to competing companies, and exhibited general behaviors that showed us they should receive an ad. We also reached key individuals at their homes through digital television on connected televisions and devices using a custom video commercial created for PA CareerLink[®]. Beasley also utilized a social media strategy to target residents based on their propensity to search for jobs and a tie back to those fans of the radio stations they heard the ad.

The PA CareerLink[®] results were spectacular. Counselors at the Workforce Development boards said they “saw a significant difference once the campaign launched. Every seminar has been filled since the onset.” We were also able to track over 1,000 people that heard an ad and then walked into a PA CareerLink[®] office for a career counseling service. The web traffic to the sites increased significantly. The number of impressions delivered to the specific markets was large than ever previously focused on those residents. All three counties intend to launch follow-up programs with Beasley for additional recruitment efforts and have generously offered referrals to other government programs to generate similar success with Beasley’s campaigns.

Separately, Beasley has worked with government agencies for their early childhood Pennsylvania Association of Intermediate Units (PAIU) to recruit for specific campaigns. PAIU is a nonprofit organization that promotes educational and operational collaboration; leverages partnerships and resources; facilitates communication on educational practice and public policy; and advocates to expand high-quality services to students, schools, and communities. Recruitment efforts included filling positions for nursing certifications, drivers’ education, early education programs, and head start programs. Built with social media, email, and radio marketing, the campaigns were successful in filling their classes which prompted them to renew multiple times. The word spread to other Intermediate Units that are now using Beasley for their recruitment efforts to hire employees at county levels.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



New Jersey Education Association Case Stu...



New Jersey Education Association Radio Sp...



PA CareerLink Campaign Case Study.pdf



PA CareerLink Chester County Radio Spot.mp3

Noteworthy Accomplishments & Awards

As a partial measure of the firm’s quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

EDSI

In 2020, EDSI became a B Corporation, reflecting our commitment to purposeful and respectful leadership. Certified B Corporations meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. This designation conveys EDSI’s respect for customers’ needs, intentional governance, workers’ rights, strong communities, and minimal environmental impact. Obtaining this designation included enacting new procedures in our ISO system to promote environmentally friendly purchasing practices that favor recycled and/or energy-efficient products and that favor companies known for their social responsibilities with respect to labor and human rights. Above all, B Corp status means we frame everything we do in terms of creating a better world.

EDSI has been honored with numerous awards over the past several years for exemplary company culture, employee growth, consistency, and quality of service delivery. These awards recognize companies who acknowledge that employees are their greatest asset and work with conviction to create organizational value and business results through their people. These awards include Metro Detroit’s Best and Brightest Companies to Work For, for the last 10 years, National Best and Brightest Companies to Work For, for the last 6 years, The Detroit Free Press Top Workplaces for 4 years, The Inquirer Top Workplaces in Philadelphia for 3 years, Crain’s Cool Places to Work for the last 5 years, and When Work Works award for workplace flexibility for 9 consecutive years.

EDSI Workplace Awards	
Award	Years Won
Best and Brightest Companies to Work For - Metro Detroit	2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020 (Won Elite Awards in 2016 for Diversity and Inclusion and 2018 for Employee Achievement and Recognition)
Best and Brightest Companies to Work For - National	2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020
Best and Brightest Sustainable Companies - Michigan	2014, 2015, 2016
Best and Brightest Sustainable Companies - National	2014, 2015, 2016
Best of Bucks County Award for Employment Services	2018
Best of Michigan - Succession Success	2015
Best Places to Work in PA	2018
Brooks Elite 40 Under 40	2012

Corp Diversity Award	2017
Crain's Cool Places to Work	2011, 2014, 2016, 2017, 2018, 2019, 2020
EOY Entrepreneur of the Year	2011 (semifinalist)
Ernst & Young Entrepreneur of the Year	2015
Forbes America's Most Promising Companies	2014
Inc. 500/5000	2010, 2011, 2012
Lawrence Tech Leader and Innovator	2012
NEPA Best Places to Work - Northeastern PA	2017
Telly Award (Bronze Winner)	2011
Top Workplaces - Detroit Free Press	2011, 2015, 2017, 2018, 2019, 2020
Top Workplaces - The Inquirer Philadelphia	2018, 2019, 2020
University of Michigan Positive Business	2016 (project finalist)
When Work Works (Sloan Excellence in Workplace Flexibility)	2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Beasley Media

Company CEO Caroline Beasley is a member of the FCC Diversity and Inclusion Committee. She is also Chair of the BMI Board of Directors, a former Chair and current Board member of the National Association of Broadcasters, and the board for the Local Media Association. Ms. Beasley is a long advisor and sponsor of the Alliance for Women in Media. In May 2021, Caroline Beasley received the NAB's National Radio Award. She has been honored by national broadcast trades as the 'Radio Executive of the Year' and consistently ranked among the top 5 "40 Most Power People in Radio" and 'Most Influential Women in Radio.'

In 2019 BBGI was awarded the NAB's Corporate 'Service to America' Award, the top honor for public service for its nationwide 'Beasley Best Community of Service' campaigns on issues such as; autism, the environment, mental health, and addiction. On the local level, BBGI stations have received countless accolades for their service and programming, including the Major Market Local Radio 'Service to America' Award and multiple NAB 'Crystal Awards' for public service.

Individual stations and broadcasters have also been awarded the 'Marconi' for their programming, with outstanding public service. Other awards citing community involvement include the 'Station of the Year' and 'Personality of the Year' Awards BBGI stations have won from the Association for Country Music and the Country Music Association. BBGI stations have received multiple honors from industry groups and trade publications for programming, public service, and traditional radio and digital sales.

Beyond the national 'Beasley Best' campaigns, BBGI stations have led the industry in fundraising and public awareness. Examples are Wilmington's WJBR raised \$350k+ for its local children's hospital. In Philadelphia, WMGK raises \$150+ each year for the Veterans Multi-Service Center, and WMMR's annual food drive generates nearly \$3 million in cash and tons of food. In Tampa, WXKB supports children's and vet's charities and Charlotte's WPEG builds a house each year with Habitat for Humanity.

Nationally, the Beasley Best Community of Caring spearheaded a local business revitalization campaign within days of the COVID shutdowns, with free seminars on safety, marketing, and applying for government aid. Beasley donated free advertising to promote our local businesses' hours and services, with listings and links to online sales. In addition, local BBGI stations offered free advertising 'grants' that any area business could apply to win.

Disclosure Statement: Conflict of Interest (download here)



Conflict of Interest Disclosure BEASLEY.pdf



Conflict of Interest Disclosure EDSI.pdf

Drug-Free Workplace Certification (download here)



Drug-Free Workplace Certification BEASLEY...



Drug-Free Workplace Certification EDSI.pdf

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Certification Regarding Debarment BEASLEY...



Certification Regarding Debarment EDSI.pdf

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



Certification Regarding Lobbying BEASLEY.pdf



Certification Regarding Lobbying EDSI.pdf



ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Fiore Communications, Inc.

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Dave

Last Name

Fiore

Job Title

Founder/CEO

Phone

[REDACTED]

Please enter your email

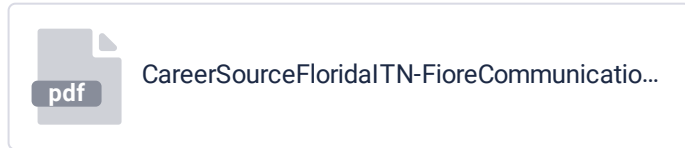
[REDACTED]

Number of years in business under the submitted name: 16

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

Fiore Communications is pleased to respond to this Invitation to Negotiate. It is our hope that CareerSource Florida will consider contracting with multiple firms to achieve its communications and outreach goals. As we will demonstrate, we have unique skills, experience and resources to be a valuable partner.

As a full-service marketing firm that manages client websites, social media accounts and online presence, we monitor activity seven days a week. Even though we are not responding to aspects of this ITN that would typically require that degree of monitoring we would always be available to assist when needed.

[An overview of our in-house capacity and work experience is available here.](#)

More information, including samples, are also available [here](#).

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Throughout its history, Fiore Communications has a proven track record of collaboration with statewide associations and partners. We currently provide marketing and content development services for Advent Christian Village in Dowling Park that serves a wide range of retirement and assisted living residents from across the country. We assist the Florida Parent-Educators Association with marketing and publication services to build membership and provide resources to Florida's thousands of homeschooling families. We also work with the Florida Sheriffs Association, which we share with The Moore Agency. We provide content development and management services (publications, website and podcast) as well as publication design for the association that has more than 100,000 honorary members across the state.

In addition, our digital marketing manager, Ruthann Campbell, has seven years of experience working as an in-house marketing and communications team member for workforce development organizations. She began her career in Rochester, NY, as a social media coordinator for the local workforce development board. In 2016, she relocated to Tallahassee to join CareerSource Capital Region. While working as their marketing and communications coordinator, Ruthann led the Communications Consortium with support from CareerSource Florida. She also led the brand development and communications strategy for the launch of Florida-Georgia Workforce Alliance.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



CareerSourceFloridaITN-FioreCommunicatio...

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

Fiore Communications has been named to the Seminole 100 as one of the fastest-growing businesses owned by an FSU alumnus three times.

Disclosure Statement: Conflict of Interest (download here)



Fiore Conflict of Interest Form.pdf

Drug-Free Workplace Certification (download here)



Fiore Drug Free Form.pdf

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Fiore Debarment Form.pdf

**Certification Regarding Lobbying
Certification for Contracts, Grants,
Loans and Cooperative Agreements
(download here)**



Fiore Lobbying Form.pdf



ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

HBW Resources

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Kristin

Last Name

Marcell

Job Title

Senior Director, Communications and Media

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 16

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



HBW Examples 9-29-21.docx



NHA Brochure Outside.pdf

Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

Kevin Doyle

Kevin Doyle is the Vice President of State Affairs for HBW Resources and specializes in state policy and advocacy strategy for a variety of clients across industries and sectors. He has direct oversight over the Southeastern United States for HBW Resources but works across the country for clients and on initiatives for the firm.

Kevin's professional experience includes federal, state, local and international levels of government and politics, having worked for U.S. Senators Mel Martinez and Connie Mack, the White House, U.S. Secretary of Labor Elaine Chao, the Florida House of Representatives and on political campaigns in the U.S., England and New Zealand.

Kevin served under two Florida governors as the Chairman of CareerSource Florida, the state's [workforce system](#). He has also served on the Board of Directors for Enterprise Florida, the state's economic development agency. Kevin's clients include Fortune 500 companies, small businesses, non-profits, business associations, policy initiatives and campaigns. He is based in Jacksonville, Florida, and also works out of our Tallahassee office.

Capabilities

State Affairs

Education and Workforce Outreach and Policy Development

Campaign and Association Management

Public Policy

Kristin Marcell

With two decades of experience in public affairs and communications, Kristin Marcell is an experienced public relations executive with a demonstrated history of delivering high-quality results at the top levels of the government and private sector. She provides communications counsel and service to HBW Resources' clients, with a focus on media relations, issues management, research and messaging, and executive media training.

Prior to joining HBW, Kristin served as the communications director and primary spokesperson for the Law School Admission Council. She also spent 10 years working for two global PR agencies, leading communications campaigns for clients, including several high-profile energy and environment organizations, utilities and corporations.

She brings to HBW a strong background in press relations and an impressive list of top-tier media contacts, including at The Wall Street Journal, Associated Press, The New York Times, Reuters, Bloomberg, U.S. News and World Report, POLITICO, Fox News, and CNBC, among others.

Previously, Kristin was the communications director of the Federal Motor Carrier Safety Administration at the U.S. Department of Transportation, where she served as the official spokesperson and directed the Agency's communications program.

Kristin was also the director of external affairs for the former Chairman of the U.S. House Committee on Resources, Richard Pombo, General Electric's Political Action Committee manager in their Washington, D.C. corporate office, and served as a legislative staffer to a congressman in the U.S. House of Representatives.

A native of Pennsylvania, Kristin holds a Master's in Public Policy from the George Washington University and a Bachelor of Arts in Political Science from the Pennsylvania State University.

Capabilities

Strategic Communications

Public Relations

Marketing

Crisis Communications

Media Relations

Content Generation and Placement

Media Spokesperson

Emily Haggstrom

Emily Haggstrom drives HBW's communications and creative practice, conceiving and leading the execution of public affairs campaigns that blend digital advertising, video, traditional and social media to deliver cost-effective, real-world results for our clients. Her other major responsibilities include managing communications, marketing, branding and media buying.

Before joining HBW, Emily coordinated global media relations for economics, military, transportation and energy issues at IHS, Inc., now IHS Markit. Emily's broad experience in marketing and PR and across media channels is complemented by her demonstrated depth in the specialized aspects of energy communications, which she honed in assignments as diverse as publishing a magazine for a production house, working as an energy staff writer and leading sales and marketing for a global freight forwarder that works closely with energy, mining and manufacturing clients.

Emily has a B.A. in journalism studies from the University of Nevada-Las Vegas.

Capabilities

Creative Development and Direction

Public Relations

Media Strategy

Advertising and Media Placement

Production and Content Creation

Social Media Strategies

State Affairs

Campaign and Association Management

Rachel Edwards

As Communications Manager at HBW, Rachel Edwards is responsible for managing strategic communications, media relations and branding for HBW and its clients.

Prior to joining HBW, Rachel worked as a Regional Director for Senator Ted Cruz in his 2018 re-election campaign for U.S. Senate. She has also worked at a leading global marketing communications firm, where she managed digital and traditional advertising campaigns for her clients. Rachel has developed communication strategies and advertising campaigns for both nationwide and regional organizations.

Rachel holds a B.S. in Communication Studies and an M.A. in Advertising from the University of Texas at Austin.

Capabilities

Strategic Communications

Public Relations

Media Relations

Internal and External Messaging

Content Development and Placement

Campaign and Association Management

Jessica Whitfield

Jessica is responsible for the firm's digital presence and the online execution of its grassroots and advocacy programs, as well as managing and implementing digital campaigns that create interactive relationships between HBW's clients and their target audiences.

Before joining HBW, Jessica earned her depth of expertise working across diverse industries including energy, health and beauty, hospitality and funeral and cemetery services, creating digital and social media campaigns to help her clients exceed their marketing and communications goals. Her background in corporate communications helps companies advance their brand while effectively communicating messages and leveraging support from their clients, consumers and stakeholders from start to finish.

Capabilities

Social Media Strategy and Planning

Communications and Marketing Planning

Brand Development, Awareness and Rebranding Marketing Campaigns

Content Development

Online Reputation Management and Crisis Communications

Executive Media Training, Presentation Strategy and Speechwriting

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

CEEF – Teachers Advisory Council

HBW Resources worked with the Consumer Energy Education Foundation's (CEEF) to create their Teacher Advisory Council to help create the foundation for STEM workforce and education in Texas and other states.

The CEEF Teacher Advisory Council initiates strategic relationships and creates professional development opportunities for teachers. TAC creates an integrated curriculum and provides teachers with the knowledge, skills, and attitudes to incorporate energy education into the K–12 curriculum. Energy is a small but growing part of K–12 education, and TAC ensures it remains at the academic forefront. Incorporating STEM activities into primary education provides opportunities for students of all ages to experience energy education. From elementary school to high school, the innovative curriculum challenges students to identify issues facing their communities and design cost-efficient solutions.

TAC assists CEEF in planning and evaluating academic programs, initiatives, and recommendations to implement in schools and classrooms. TAC also facilitates communication between CEEF and the educational community. TAC serves as a forum for direct communication and collaboration between educators, school districts and other community partners.

The Teacher Advisory Council assists other CEEF councils, staff and the board of directors to:

- Provide leadership, training, STEM teaching tools, and partnerships that advance STEM and energy education at the K-12 level.
- Integrate strong scholarship and content, inquiry-based pedagogy and theory as well as emerging technology.

- Spark conversation between scholars and educators focused on incorporating STEM education into all learning environments.
- Identify issues most important to educators and work collaboratively to develop creative, evidence-based solutions.
- Optimize strategic connections, inside and outside of schools and classrooms, that catalyze new avenues for teacher preparation and professional development.
- Plan and execute academic programs and initiatives that drive STEM education.

Consumer Energy Alliance – Consumer Energy Education Foundation Energy Day Festivals

In 2011, with more people retiring from the STEM and energy industries, and the need for more advanced technology, it was clear that there was a need to bridge the gap between education, career adoption, and the STEM and energy industries. It was then that the Energy Day Festival was founded in Houston, Texas.

Energy Day is a free family festival consisting of nearly 70 interactive demonstrations and exhibits that teach students and their families about the various forms of energy and science, technology, engineering and mathematics that go into energy and STEM careers. The festival also focuses on efficiency and conservation while providing opportunities for students to interact with energy and STEM experts to help spark an interest in these careers.

Attendees include students, educators, families, and business leaders looking to learn, teach, and explore the various energy types and opportunities in STEM industries. Students and teachers are also awarded each year for their achievements in STEM-related competitions. In the seven years since its inception, Energy Day has given away almost \$163,000 to students and teachers for their achievements in STEM. These generous academic award opportunities help motivate thousands of future energy experts each year.

Guests are also treated to music and numerous interactive games and displays. Energy Day and its partners are leading the way in reinforcing the importance of STEM education and the development of new energy technology. Each year attendance at Energy Day Houston has grown to its most recent figure of over 25,000 attendees.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

NO

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

HBW Resources has worked to assist CEEF in obtaining these two awards:

- [Best Outreach Program in 2020](#)
- Outstanding Community Partner 20-21 Harmony Public Schools

Disclosure Statement: Conflict of Interest (download here)



conflict of interest.pdf

Drug-Free Workplace Certification (download here)



drug free workplace.pdf

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



certification.pdf

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



lobbying certification.pdf



ITN: Public Information and Outreach Services

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Company Information

Legal Name of Firm

McNeely Pigott and Fox Public Relations, LLC

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Mary Ruth

Last Name

Raphael

Job Title

Vice President

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 34

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

Our staff includes more than 70 communications professionals with bachelor's degrees and a variety of advanced degrees and certifications including accreditation in public relations (APR), certifications from the American Marketing Association, Google AdWords, Google Analytics, Facebook and more.

Our firm is a full-service communications agency, and we assist our clients large and small from all over the country in a variety of industries, from health care to technology, to hospitality and tourism. We help our clients reach the right audiences with the right messages in order to create change and motivate action.

We stand apart from our competition because of our ability to manage winning integrated communications campaigns that cover many practice areas. More about each of our service offerings is below.

Advertising

Our clients benefit from the decades of advertising experience and relationships our team brings to the table. We make sure our clients get the most bang for their advertising buck across all channels – TV, digital, out-of-home, radio and print ads. In addition to our in-house media buyers, we have a team of skilled writers, email marketers and social media managers who are adept at integrating paid media with organic content and innovative digital strategies.

Advocacy

Combining traditional mediums and cutting-edge digital tactics allows us to shape public opinion

and influence policy and legislative outcomes for our clients. From coalition building to email list management, we support organizations in planning and executing all elements of a winning campaign that leads to social change.

Branding

We play a role in the branding process for all of our clients, including creating a brand identity or voice, implementing a new brand, executing brand awareness strategies, or researching the effectiveness of an existing brand. Our team will work with you to develop an effective brand that creates buy-in among internal audiences and tells your company's story.

Community Relations

MP&F works with clients to build custom community outreach and corporate social responsibility strategies that support business objectives and increase brand awareness.

Crisis Communications

Experience matters, especially in a crisis. When you work with MP&F, you benefit from leaders who have guided clients through countless crises and multiple decades. Our team provides real-time crisis response support, including managing online crises, and works with clients to craft proactive crisis plans.

Digital/Social Media

When the right message and the right channel come together, magic happens. Our team builds digital strategy, analytics and measurement into every project we develop for clients. Whether you are delving into the world of digital for the first time or are ready to take your social media efforts to the next level, our team can help.

Event Management

When it comes to events, MP&F has done it all. Our team has hired synchronized swimmers to perform during a customer event for a Fortune 250 company, planned communitywide meetings to gather public input on important issues, coordinated retail store grand openings across the country, and created blogger and Instagram influencer events to create excitement around new products and menus.

Graphic Design

We develop design strategies that achieve our clients' communications goals. Our team of award-winning graphic designers, web developers and videographers concept and implement visual campaigns that create meaningful results for our clients.

Grassroots Campaigns

Mobilize and educate. That's the goal of every great grassroots or grassroots effort, and no one executes these campaigns better than MP&F. Using the latest technology and tried-and-true communications practices, our award-winning team has brought countless issues to the forefront of peoples' minds and motivated them to act.

Influencer Outreach

Our network of digital influencer and blogger relationships yields exposure, opportunity and sales for our clients. From partnership creation, to creative and reporting, the MP&F team will build a winning campaign for your brand.

Integrated Marketing

Integrated marketing marries the art of brand storytelling with the science of marketing. We use data to get to know your customers and create content that will resonate with them, building in opportunities for measurement and ROI each step of the way. From filling your lead funnel to rewarding loyal customers, we are here to help.

Internal Communications

Internal communications strategies, publications, materials and campaigns are areas of expertise for MP&F. Our team can help your company roll out a new initiative or craft sustained communications tools.

Media Relations

All of MP&F's founding partners and nearly a dozen staff members began their careers in journalism. Our team has close ties to media across Tennessee and around the country, including the New York Times, Billboard, Southern Living and HGTV Magazine, and a long history of securing big wins for our clients.

Research and Analytics

We have decades of experience in conducting market and issues research, including telephone surveys, focus groups, written questionnaires and online survey tools. We design effective survey instruments and focus group scripts, and we are skilled at using research results and digital analytics to inform winning client strategies.

Video

From short snippets to long-form, we deliver impactful video content that resonates with your audience. Our video team has created and distributed high-end content for digital ads, social media and websites.

Website Development

We believe that your digital presence begins with your website. Each site created by our team is mobile-responsive and SEO-enabled and incorporates built-in analytics. Whether it's built from scratch or just a facelift, we develop websites that deliver.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

For 25+ years, MP&F has worked with the U.S. Department of Labor's Job Corps program. Currently, we execute nationwide marketing, advertising and communications initiatives targeted toward low-income 16- through 24-year-olds and their parents, community leaders and employers. Over the years, we've worked closely with the Job Corps centers in Florida, supporting the program with the openings of the Pinellas County and Jacksonville Job Corps Centers, as well as helping recruit new students throughout the state to attend the centers. Over the course of our tenure with Job Corps, there have been as many as five Job Corps centers located in Florida.

The following is an example of a project we executed in Tennessee that involved collaborative partners.

With the need for educators in Tennessee projected to grow by over 20,000 jobs between 2017 and 2024, Tennessee's State Collaborative on Reforming Education (SCORE) needed to launch a statewide teacher recruitment campaign to help shape the future of education in Tennessee. SCORE sought to implement a campaign that encouraged young adults to consider a career in teaching and hired MP&F to develop a campaign from the ground up and manage a full-scale rollout within five months.

The *Teach Today. Change Tomorrow.* campaign included a campaign-specific website, digital and analog advertising, social media channels (Twitter, Facebook and Instagram), weekly analytics reports, collateral resources, influencer outreach, stakeholder engagement and earned media. All communications efforts were focused to five weeks when the campaign launched in May 2017.

Campaign successes include:

- A complete website with resources, Ambassador and contact information and an interactive quiz generated more than 20,000 sessions from more than 16,000 unique viewers who made over 100,000 pageviews.
- MP&F conducted a statewide paid media campaign using analog and digital media that drove the majority of traffic to the website.
- MP&F developed 10 new resources based on research and focus group feedback to support future

teachers about careers in education in Tennessee. These resources included an infographic, career pathways, Q&A, education program resources, interactive quiz, tips for parents and teacher testimonials and were downloaded by website visitors from around the state.

- The team launched and managed Facebook, Instagram and Twitter accounts to communicate with the target audience.
- The campaign included five weekly Teacher Takeovers featuring teachers from different subject areas and geographic locations across the state.
- The campaign ended with an impressive list of 246 engaged Ambassadors. These Ambassadors include education preparation program deans, teachers, Department of Education representatives and education advocates statewide.

Paid Media Results:

- Google ads generated over 162,000 impressions, nearly 5,000 clicks and a CTR of 3.06 percent.
- Facebook and Instagram Web Click ads generated over 2.3 million impressions and nearly 8,000 link clicks. Post engagement ads generated nearly 105,000 impressions, over 800 link clicks and over 7,700 post engagements.
- Pandora ads generated over 7.2 million impressions, more than 8,500 clicks to the website and a .12 percent CTR.
- Radio: A total of 3,942 analog radio ads ran on 26 different stations in six markets across the state for four months.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Appendix with Numbers_PRINT READY.pdf

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

We are an award-winning firm with more than 650 industry awards. We are seven-time winners of national PRSA Silver Anvils, including the 2018 Best in Show for our work on behalf of BlueCross BlueShield of Tennessee to combat Tennessee's opioid epidemic.

Disclosure Statement: Conflict of Interest (download here)



Conflict of Interest Disclosure.pdf

Drug-Free Workplace Certification
(download here)



Drug-Free Workplace Certification_signed.pdf

**Certification Regarding Debarment,
Suspension, Ineligibility and Voluntary
Exclusion Contracts/Subcontracts**
(download here)



Certification Regarding Debarment.pdf

**Certification Regarding Lobbying
Certification for Contracts, Grants,
Loans and Cooperative Agreements**
(download here)



Certification Regarding Lobbying.pdf



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Company Information

Legal Name of Firm

Moore Communications Group, dba Moore, Inc.

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Audrey

Last Name

Goff

Job Title

Vice President

Phone

[REDACTED]

Please enter your email

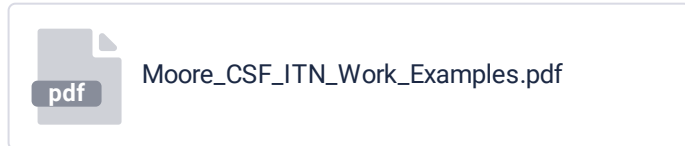
[REDACTED]

Number of years in business under the submitted name: 29

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

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Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

For a one-stop, optimized review, Moore has developed a landing page with the response to this question, and questions 7-14 identified in the ITN JotForm. The information on the landing page is in the same order of the questions on the ITN/JotForm with headers separating each section.

Please click the links below for Moore's education and work experience and our in-house capabilities.

Capacity: <https://csf.themooreagency.com/#capacity>

Capabilities: <https://csf.themooreagency.com/#capabilities>

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

For a one-stop, optimized review, Moore has developed a landing page with the response to this question, and questions 7-14 identified in the ITN JotForm. The information on the landing page is in the same order of the questions on the ITN/JotForm with headers separating each section.

Please click the following link for Moore's successful outcomes supporting statewide collaborative partners with complementary talent development goals and roles: <https://csf.themooreagency.com/#experience>

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Moore_CSF_ITN_WorkExperience.pdf

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

For a one-stop, optimized review, Moore has developed a landing page with the response to this question, and questions 7-14 identified in the ITN JotForm. The information on the landing page is in the same order of the questions on the ITN/JotForm with headers separating each section.

Please click the link below for an overview of Moore's recognition for exemplary achievement: <https://csf.themooreagency.com/#awards>

Disclosure Statement: Conflict of Interest (download here)



Conflict of Interest Disclosure with note_sign...

Drug-Free Workplace Certification (download here)



Drug Free Workplace_signed.pdf

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Debarment_signed.pdf

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



Lobbying Certification.pdf

CMBE CERTIFICATION Attach a copy of your Certified Minority Business Enterprise (CMBE) Certification, if certified with the Florida Department of Management Services. Whenever possible, CareerSource Florida shall make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, in procuring audit services as stated in 2 CFR 200, Section 200.321 – Contracting with Small and Minority Businesses, Women's Business Enterprises, and labor surplus area firms, or the FAR (48 CFR part 42), as applicable.



FL DMA Woman Business Cert.pdf



Tuesday, September 28, 2021

ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Quest Corporation of America

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Diane

Last Name

Hackney

Job Title

Assistant Vice President

Phone

[REDACTED]

Please enter your email

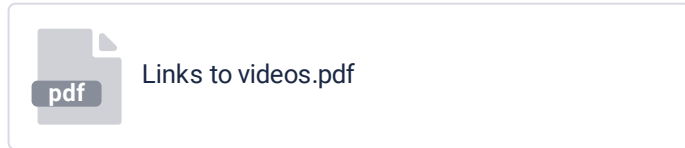
[REDACTED]

Number of years in business under the submitted name: 26

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

Quest Corporation of America, Inc. (Quest), is a DBE / WMBE-certified full-service communications firm with more than 26 years in providing public involvement and workforce development services. Quest has a team of versatile and proven communications professionals, highly experienced in public involvement and planning for transportation projects and initiatives. Our associates are adept at developing and implementing effective Community Awareness Plans, Public Involvement Programs, and Advance Notification Packages. Quest associates are currently serving the FDOT on contracts for the Statewide Workforce Development Program; Construction Careers Consultant; On-the-Job Training Supportive Services; and Performance, Data, and Analysis Consultant Services.

Quest provides effective, comprehensive public involvement and community awareness plans, including identification of stakeholders, intergovernmental and agency coordination, the creation and distribution of assorted notification materials, public meeting coordination (in person, virtual, or hybrid), media relations support and event planning. Our team can enhance traditional (print, radio, television) and standard (websites and social media) messaging efforts with cutting-edge technologies including video, drone, animation and geomarketing.

Project Manager Traci Yoder holds a bachelor's degree in education and experience in educational leadership, four years of organizational management experience. She has extensive knowledge of the implementation of K12 and post-secondary workforce development programs and grant management.

Deputy Project Manager Rasheia Freeman holds an associate's degree in accounting with a bachelor's degree in business. She has project management experience in statewide workforce development, compliance and DBE support services.

Senior Communications and Marketing Specialists Catherine Segar and Sara Shepherd both are experienced project managers and communications professionals. Catherine holds a bachelor's degree in public relations with a minor in agribusiness. Sara holds a master's degree in communication and a bachelor's degree in educational culture and communication.

They will be supported by a complete team of degreed professionals of graphic design, video, drone, website, animation and other creative services. Quest is a full-service communications and workforce development firm with complete in-house capabilities.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Quest team members have played key roles in supporting such industry efforts as FDOT's Statewide Workforce Development Program, DBE workshops, On-the-Job Training recruitment, Ladders of Opportunity life skills training, Construction Career Days (CCD), speakers' bureaus, community outreach, media events, and contractor recruitment and EEO compliance training events.

Through Statewide Workforce Development Program, Quest works on behalf of the Florida Department of Transportation with community partners to connect adult jobseekers with contractors who are hiring for road and bridge construction projects. The Statewide Workforce Development Program provides opportunities to build successful careers and improve lives. The program also informs students about pathways to careers in the transportation industry. Successful Measures under this program include:

- Over 600 individuals hired by Florida Department of Transportation (FDOT) contractors
- 116 students placed in internship opportunities with Florida Department of Transportation (FDOT) contractors
- Built a database of over 9,000 students throughout the state of Florida that express interest in the road and bridge industry

For the Florida Department of Veterans' Affairs, Quest provides social media, media outreach, branding services website design and more. Successful Measures under this program include:

- accomplished social media goals of 14,000 likes on Facebook
- generated more than 300 pieces of content
- Design and development of Florida Department of Veterans' Affairs website created a new communication tool and attracts nearly 20,000 visitors each month
- Quest designed the FDVA Benefits Guide, which connects Florida's 1.5 million veterans to their earned benefits and services

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Construction Careers Flyer.pdf



GWTA_WorkforceDevelopment Three Flyers ...

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

From Vice President of Real Estate Development, Gainesville Housing Authority, "I would like to extend my gratitude to each of you for making our groundbreaking ceremony a success. Elevated and Quest please thank all the members of your team that chipped in to make this morning a success. Thanks again."

Jeanette F. Berk, Senior Planning Manager, Gannett Fleming – Without the assistance, "we could not have produced this type of presentation."

Peggy Moffett, Technical Analyst II Information Technology, Pasco County – The new site looks great! Looks good from my Phone too!

Quest Corine Burgess serves as the community outreach manager for FDOT Heartland Operations won the SASHTO American Transportation Award in the "Quality of Life/Community Development" category.

Shonta Abdullah, Career Developer, Tampa Housing Authority, "You guys are doing wonderful work and I am inspired by the impact of Your Team. Thank you for the feature of past collaboration, I am looking of forward to serving the community alongside the dedicated professionals of Quest!

Central Florida Expressway Authority Director of Public Outreach and Communications Angela Melton - "Well done Public Outreach and Communications team!!! Thank you so very much for all your hard work today. Greatly appreciated. Thank you!!!"

Jim Lappert with St. Lucie County regarding the Culvert Program – Quest has really come in and helped them in community outreach and creative services, the County can't stop talking about Quest and they are looking for more ways we can support including new projects and opportunities.

Disclosure Statement: Conflict of Interest (download here)



Career Source Conflict of Interest Disclosure...

Drug-Free Workplace Certification (download here)



Career Source Drug-Free Workplace Certifica...

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Career Source Certification Regarding Debar...

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



Career Source Certification Regarding Lobbyi...



Tuesday, September 28, 2021

ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Strategic Digital Services, Inc.

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Rebecca

Last Name

Romero

Job Title

Chief Operating Officer

Phone

[REDACTED]

Please enter your email

[REDACTED]

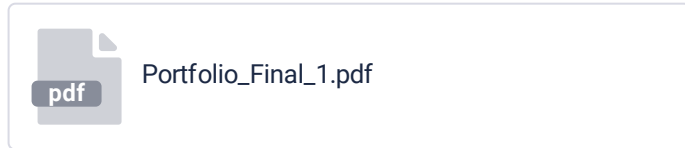
Number of years in business under the submitted name:

7

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

To read about our team, their capabilities and their education please follow the link [HERE](#) (also linked below).

SDS will partner with Red Hills Strategies to leverage the team's experience in strategic communications and relationships with media outlets statewide.

Combined the two firms offer a wide range of capabilities including, but not limited to:

- paid media
- consulting & strategy
- media outreach
- message development
- creative video production
- event planning
- graphic design
- photography
- crisis communications
- writing & speech writing
- coalition building

To read about our team, our capabilities and our education please follow the link [HERE](#).

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Our team has worked on some of Florida's largest public programs and projects in recent years. Our portfolio includes projects such as the Department of Economic Opportunity's Rebuild Florida effort in the Panhandle and the Department of Children and Families OUR Florida Emergency Rental Assistance relief program. Additionally, many members of our team have extensive experience working inside of state government to launch and support major initiatives.

For Rebuild Florida, our team designed a full-scale outreach program aimed at maximizing the number of low income families applying for disaster relief. Over the five month duration of the marketing program, we deployed over 500 unique creatives across digital and traditional platforms that resulted in roughly 5,000 applications submitted.

Additionally, the program focused on a set of underserved communities in the Panhandle who were most likely to need support for home reconstruction. As additional outreach, we engaged local school districts to engage teachers in identifying children whose families may be struggling with sound housing due to damage from Hurricane Michael. In fact, the school district outreach program proved so successful at identifying in-need families that the Bay County School District generated a list of over 700 families with housing needs.

To support the OUR Florida communications program, we conducted outreach to more than 200 state and local community organizations and provided them with information to distribute directly to their target audiences. Many statewide associations who participated in our communications and outreach efforts were development or workforce-related organizations, such as Florida College System, Independent Colleges and Universities of Florida, NFIB, Florida Chamber, local chambers of commerce, regional planning councils and economic partnerships. Working with these organizations, we've gained a better understanding of their priorities and their audiences.

Red Hills Strategies counts the Independent Colleges and Universities of Florida (ICUF) as a multi-year client. ICUF represents 30 non profit higher education institutions in Florida and plays a significant role in strengthening Florida's workforce to meet the state's demands. As independent institutions, ICUF schools are market-driven, which enable them to be nimble and quickly respond to the needs of the state and economy. Working with ICUF, we highlight stories of students who have benefited from school vouchers to attend ICUF schools and now are employed in high-demand jobs. Many of these students are first-generation college graduates.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

SDS

Inc. 5000 America's Fastest Growing Private Companies - No. 638

2020 Inc. 5000 Florida's Fastest Growing Companies - No. 53

Amanda Bevis

2009 PRWeek Public Sector Campaign of the Year - FDIC's 75th Anniversary

2009 PRWeek Nonprofit Campaign of the Year, Honorable Mention - Corporation

for Public Broadcasting: My Source

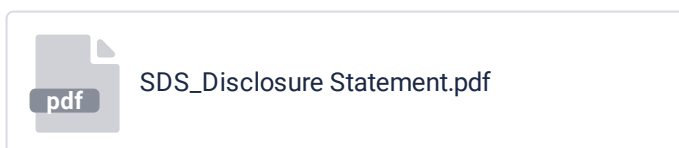
2010 PRSA Silver Anvil Award for Excellence - Crisis Communications for CIT

Group)

2011 PRSA PR Pro of the Year - Pepsi Refresh Project

2011 SABRE Best in Show/ PR Campaign of the Year - Pepsi Refresh Project

Disclosure Statement: Conflict of Interest (download here)



Drug-Free Workplace Certification
(download here)



SDS_Drug Free Workplace.pdf

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts
(download here)



SDS_Certification Regarding Debarment.pdf

Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements
(download here)



SDS_Certification Regarding Lobbying.pdf

CMBE CERTIFICATION Attach a copy of your Certified Minority Business Enterprise (CMBE) Certification, if certified with the Florida Department of Management Services. Whenever possible, CareerSource Florida shall make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, in procuring audit services as stated in 2 CFR 200, Section 200.321 – Contracting with Small and Minority Businesses, Women's Business Enterprises, and labor surplus area firms, or the FAR (48 CFR part 42), as applicable.



Red Hill Strategies WBE Certification Docum...



ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

The Elite Agent & Co. LLC

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Desiree

Last Name

Dicks

Job Title

Owner/Consultant

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 1

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Provide examples of work that best illustrate the capabilities and talents of your firm and its individual members. This work product may include examples of advertising created for digital, print, radio and other outlets, videos, printed collateral such as informational brochures and reports, media kit materials and outreach materials that illustrate strategy-to-campaign execution on behalf of clients.



DD - Consultant Resume.pdf



Rhonda Feliciano - Resume.docx



The Elite Agent & Co. Brochure.pdf



The Elite Agent & Co. IG Ad - Resume Writing...



The Elite Agent & Co. Resume Tips.pdf

Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

Our agents hold a combined 20 years of family self-sufficiency, homeownership counseling and financial coaching experience.

Education

Desiree Dicks

Associates Degree, Accounting, June 2008

Resume Workshop Creator/Trainer

Career Coach

NAHRO - Family Self-Sufficiency Counselor, May 2012

Jamie Kinney, Consulting - Housing Choice Voucher Specialist, June 2010

Notary Public 2009 - Current

Rhonda Feliciano

Associates Degree, Paralegal Studies, March 2003

USF Community Real Estate Development (CRED) Certificate – May 2015 NAHRO Housing Choice Voucher Eligibility, Rent Calculation and Occupancy Specialist – February, 2015 NeighborWorks Credit Counseling with Maximum Results Certificate - August, 2014 NeighborWorks Financial Coaching: Helping Clients Reach their Goals Certificate – August, 2014 NAHRO Housing Choice Voucher Homeownership Counseling Certification – February 2014 HUD FHA Loss Mitigation Training Certificate – March, 2012 HTVN – Section 8 Annual Income Training Certificate – December 2012 National Council of LaRaza - Homebuyer Education Delivery Training Course - February, 2011 National Council of LaRaza Pre-Purchase 1 – Fundamentals of Pre-Purchase Certificate - January 2011 Notary Public 2009 – current

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section “Purpose.” 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent

development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

For the duration of 7 years, our program maintained an overall 90% success rate. Successfully graduated over 400 Family Self-Sufficiency participants. Which approximately 50% of those clients moved on to homeownership. We supported those clients from entrance to exist of the program and personally attest to the impact of the program.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

NO

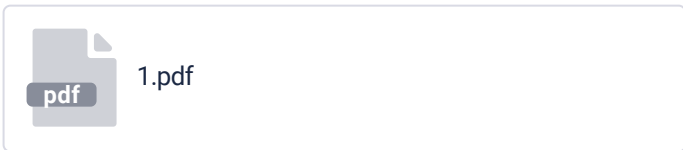
Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

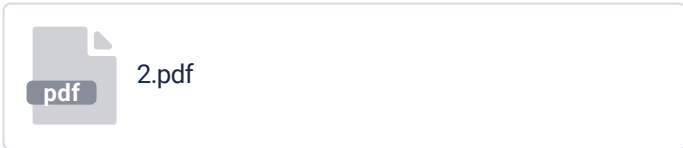
Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

Our agents maintained 100% accuracy rate on all audited files. We take pride in our work and received such recognition while staffed for various projects. Desiree Dicks received three certificates for highest quality control rate over the course of 3 years.

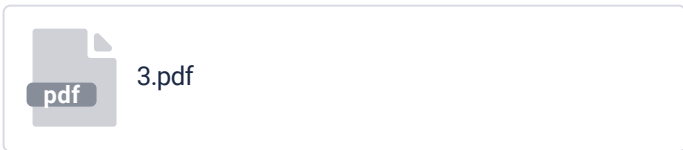
Disclosure Statement: Conflict of Interest (download here)



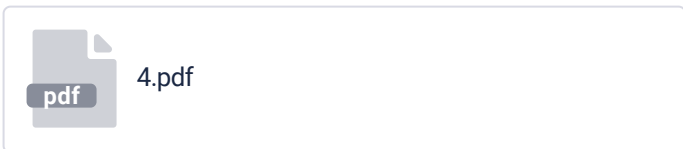
Drug-Free Workplace Certification (download here)



Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Contracts/Subcontracts (download here)



Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)





ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Tucker/Hall

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Theresa

Last Name

Collington

Job Title

Vice President

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 30

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

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Experience for CareerSource.pdf



AR Savage & Son Email Marketing.docx



April Florida Polytechnic News Round Up.docx



Arris Tampa Announcement Coverage-min.pdf



Frontier Media Coverage.docx



MaintenX Content Marketing.docx



Outback Bowl Sizzle Video.docx



Shutts News Release.docx



Tucker Hall Capabilities - COVID-19-min.pdf



Tucker Hall Capabilities Overview-min.pdf



Tucker Hall Issues Brochure-min.pdf



Tucker Hall Issues Brochure.pdf



Ultimate Medical COVID Materials.docx



WUSF Bilingual News Releases.docx

Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

CAPACITY

Tucker/Hall could begin working with CareerSource immediately. With more than 20 team members, we are staffed at an adequate level to take on this assignment as soon as you’d like. As alluded to above, our team has deep media relations experience, as well as digital marketing expertise and content production.

The entire Tucker/Hall team would be available to work on this project, but we always work hard to match the skill of the team member with the need of the client. We will also partner with McKay Advertising and Activation and Fraser Solutions (Tallahassee) to develop and deploy our strategies and product.

Together, Tucker/Hall, McKay Advertising + Activation, and Fraser Solutions will offer highly skilled, creative, and detail-oriented team members to help CareerSource Florida as we address complex marketing, digital, and communications needs. While all members of our teams would be available to work on this project, we always work hard to match the skill of the team member with the need of the client.

Marketing, Communications, and Digital Strategists who will work on the CareerSource Florida account include:

Darren Richards, the Chief Operating Officer at Tucker/Hall, will lead this team as a strategic advisor. Richards joined the firm in 2009 after a 23-year career as a news executive at some of the strongest TV stations in the country.

Richards works with a variety of clients – from those with media relations needs to those in crisis situations. In addition, Richards has helped companies with cyber-security breaches and online reputation management (ORM) challenges.

Before joining Tucker/Hall, Richards was news director at WTSP-TV, the CBS affiliate in St. Petersburg.

Theresa Collington is a Vice President at Tucker/Hall. Collington works with clients who have complex communication challenges and high-end digital strategies developed and deployed. She has over 20 years of experience in top-level high-volume digital solutions and solves intricate digital challenges for top-tier clients regularly.

Theresa is very passionate about Work Force Development. Prior to joining Tucker/Hall, Collington commuted from Los Angeles to Tampa to help start a movement on the future of work called "WorkingNation" resulting in highly consumed digital properties that served over 15 million views to documentary films and digital shorts that educated the public on actionable issues around reskilling and the future of work.

Theresa has a Masters' Degree in Florida Studies from USF and has worked as a Digital Director for over 50 highly successful digital properties for major market television stations across the country. She spent 14 years as the Digital Director for the CBS station in Tampa, teaches advanced digital skills to journalists at the Poynter Institute in St. Petersburg, and taught Advanced Interactive Media to journalism students at the University of Florida from 2011 – 2020.

Lauren Steif is an Account Executive and Digital Strategist at Tucker/Hall, where she works with clients that reflect the varied groups with an interest in our state's workforce development efforts.

She began her career as a public information officer for the City of Jacksonville promoting the city's youth and education initiatives, including mentoring, increasing the city's college attainment rate, and hosting a series of GradNation Summits held in partnership with America's Promise Alliance. She later served as communications lead for Clay County District Schools and a consultant to the Northeast Florida Regional STEM2 Hub, a funding alliance of leading companies based in the region that invests in successful STEM education collaborations and seek to nurture and scale effective science, technology, engineering, and math (STEM) learning opportunities for all young people.

Lauren is currently pursuing a master's degree in public administration from the University of North Florida. She is active in JAX Chamber's Downtown Council and the Junior Leagues of Florida State Public Affairs Committee and serves as public affairs chair for the Junior League of Jacksonville.

Solomon Howard is an Account Coordinator at Tucker/Hall. As one of the firm's digital specialists, he works with a variety of clients to manage crises, reach target audiences, and strengthen brand presence online. Before joining Tucker/Hall, Howard worked at the St. Petersburg Chamber of Commerce and Port Tampa Bay while earning a Bachelor of Arts in Politics and Spanish at New York University.

Towson Fraser is the President of Fraser Solutions in Tallahassee and will work on the CareerSource project with Tucker/Hall. Born and raised in Tallahassee and Jacksonville, Towson Fraser worked for ten years in the Florida House Majority Office, the Speaker's Office, the Department of Community Affairs, the Department of Management Services, the Republican Party of Florida, and the Executive Office of the Governor prior to being a partner in one of Florida's largest lobbying firms for seven years.

He has managed his own firm, Fraser Solutions, since 2015. Each of those positions has allowed him to work with Florida's top leaders and see firsthand how decisions are really made at the highest levels of our government. He is a member of the Florida Council on Arts and Culture and lives with his family in Tallahassee.

Bob McKay founded McKay Advertising + Activation in 2005. He has developed one of the most unique advertising agency experiences for clients, employees, and associates. A graduate of the University of South Florida, his 28 years in media are decorated with a long track record of success and have established him as a very astute manager, marketer, and strategic thinker.

Bob McKay is a fixture at AdTech, Mobile Marketing, and other digital events. He is a member of the Forbes Agency Council and has ongoing articles being published on Forbes.com. He created with partners USFSP DJD and the Tampa Bay Times the "Communicate 2012" event. This conference included participation from Pandora and Time Inc., was a "deep dive" into the social and digital media landscape.

Matt Giardino is the Director of Performance Analytics at McKay Advertising + Activation. Matthew, who was born disabled, has never let anything get in his way of achieving his goals. His disability has given him the ability to analyze situations and adapt on the fly. With a keen sense for making adjustments, he is able to help clients reach their goals more efficiently.

He is a graduate of the University of South Florida, where he majored in Mass Communications concentrating in Public Relations. His educational background has made him a strong communicator who understands the value of SMART goals, key messages, audience segmentation strategies, and KPI's.

Matthew has a strong curiosity for all things digital media and understands that digital is the present and the future of all things advertising and marketing. He is a certified Google AdWords and Google Analytics professional, as well as a Hootsuite Certified Social Marketer.

Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

WORKFORCE EXPERIENCE WITH SUCCESSFUL OUTCOMES WITH COMPLIMENTARY COLLABORATIVE PARTNERS

During our 30 years in business, Tucker/Hall has extensive experience working with various public agencies in Florida.

Below are just a few:

- Florida Polytechnic University
- University of South Florida
- University of Florida
- Hillsborough County Public Schools
- Pinellas County Public Schools
- City of St. Petersburg
- Port Tampa Bay
- Jacksonville Port Authority
- Jacksonville Aviation Authority
- Jacksonville Transit Authority
- Tampa Bay Area Regional Transit Authority
- City of Lakeland

And there are many others. We are happy to discuss other public sector clients we have worked with at your convenience. In addition, our firm has worked with the Hillsborough County Civil Service Board. In 2015, the organization hired Tucker/Hall to help the Board gain insights into its client agencies' changing human resources needs.

Tucker/Hall developed questions, conducted interviews with multiple agency leaders, and provided HCCSB leadership with insights that it could use to create a new operational model that earned initial support from agencies and elected officials. In addition, the experience of gathering those insights gave Tucker/Hall valuable understandings of the human resources function within a large county and the staffing challenges and opportunities facing county agencies.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



63_AR Savage & Son Email Marketing_6157.d...



63_April Florida Polytechnic News Round Up_...



63_Arris Tampa Announcement Coverage-mi...



63_Frontier Media Coverage_1475.docx



63_MaintenX Content Marketing_3240.docx



63_Outback Bowl Sizzle Video_3508.docx



63_Shutts News Release_6191.docx



63_Ultimate Medical COVID Materials_2722....



63_WUSF Bilingual News Releases_8636.docx

Noteworthy Accomplishments & Awards

As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm who are still employed by the firm have been recognized for exemplary achievement.

Describe instances where your firm and/or individuals within your firm who are still employed by your firm have been recognized for exemplary achievement.

NOTEWORTHY ACCOMPLISHMENTS & AWARDS

Because much of our work at Tucker/Hall is sensitive and confidential, we do not submit materials for awards. We believe that our success is measured by the success of our clients. Below are just a few examples of work we have undertaken on behalf of our clients. Their success is our success. Also listed below are some of the accomplishments and awards granted to McKay Advertising + Activation, who we will partner with on CareerSource.

Tucker/Hall led The Pinellas Education Foundation through a rebranding process in early 2018. The organization was suffering from a dated and cluttered visual identity, fragmented brand recognition, and limited community brand knowledge. Our firm collected a variety of data points, including surveys from teachers, parents, and community members.

During the 50th anniversary year of WUSF's broadcasting, Tucker/Hall worked with the station to consolidate their brands' visual identities, raise awareness and better communicate the brand essence of the WUSF family. By leveraging a special anniversary, WUSF was able to reintroduce themselves and reaffirm their status as a community asset.

Tucker/Hall worked with local municipalities to create the regionally-based Tampa Bay Water, helping to end the 20-year war on water. We helped create communications that raised community awareness of the cross-county cooperation needed to execute such a wide-scale project.

In addition, our team is heavily involved in local and state organizations – sitting on boards and serving in volunteer leadership positions.

Just a few of the organizations we are involved in include:

- St. Pete Area Chamber of Commerce
- St. Pete Downtown Partnership
- St. Pete Young Professionals
- St. Pete EDC
- Associated Industries of Florida
- Florida Chamber of Commerce
- Tampa Bay Chamber of Commerce
- Tampa Downtown Partnership
- Leadership Florida
- Leadership Tampa
- Florida Humanities Council
- Florida Tax Watch
- Jax Chamber
- Propeller Club – Port of Tampa
- Public Relations Society of America
- South Tampa Chamber of Commerce
- Committee on Foreign Relations
- Visit Tampa Bay
- Ybor City Chamber of Commerce
- Tampa and Suncoast Tiger Bay Clubs
- Association for Corporate Growth
- Central Florida Development Council
- Cyber Florida
- USF Muma
- Career Source Tampa Bay
- Career Source Central Florida

McKay Advertising + Activation Awards

- Inc 5000, Americas Fastest Growing Companies (2016, 2017,2018)
- USF Fast 56 Class (2013, 2015, 2016, 2017)
- Google All-Star Agency 2015
- Google Premier Partner inaugural class 2016
- Finalists for Marketer of the Year Award, American Marketing Association (2019,2020)
- Expertise.com Award for Best Marketing Consultants in Tampa (2018, 2019)
- Forbes Agency Council Member since 2017

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Certification Regarding Lobbying Certification for Contracts, Grants, Loans and Cooperative Agreements (download here)



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CMBE CERTIFICATION Attach a copy of your Certified Minority Business Enterprise (CMBE) Certification, if certified with the Florida Department of Management Services. Whenever possible, CareerSource Florida shall make positive efforts to utilize small businesses, minority-owned firms, and women's business enterprises, in procuring audit services as stated in 2 CFR 200, Section 200.321 – Contracting with Small and Minority Businesses, Women's Business Enterprises, and labor surplus area firms, or the FAR (48 CFR part 42), as applicable.



CareerSource CMBE.pdf



ITN: Public Information and Outreach Services

Complete and submit this form for the [Invitation to Negotiate for Public Information and Outreach Services](#). The deadline for submissions is 5 p.m. ET, Wednesday, Sept. 29, 2021.

Company Information

Legal Name of Firm

Vistra Communications LLC

FEIN Number

[REDACTED]

Company Address

[REDACTED]

Contact Information

First Name

Deborah

Last Name

Miller

Job Title

Director of Contracts and Compliance

Phone

[REDACTED]

Please enter your email

[REDACTED]

Number of years in business under the submitted name: 14

Experience

Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this ITN. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional 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, in addition to outreach and recruitment experience for populations served by the Florida workforce system and Florida school districts, technical centers/colleges, and/or Florida College System institutions. That experience will be demonstrated by listing recent/current projects the firm has managed and results achieved.

Capacity

Firms must have significant in-house capacity and be able to create and execute strategic, integrated statewide outreach and recruitment campaigns; communications tools and tactics on an as-needed basis; and comprehensive, complete project management for CareerSource Florida and the Florida

Department of Education. Subcontractors required for specific projects must be disclosed to the contract manager in advance.

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

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

List education and work experience of your firm's staff and describe in-house capabilities.

A list of staff, experience and capacity is included in the PDF uploaded in the previous section.

All examples used were completed by our in-house team.

Vistra's In-House Capabilities:





Workforce and Education Experience

In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined in the [ITN](#) under the section "Purpose." 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, will be important, as will demonstrated work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Describe successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

(Full case studies with successful outcomes and collateral materials featuring workforce development, Veterans outreach, and multicultural campaigns are uploaded on the next question.)

Eckerd Connects Eckerd Connects is currently contracted with Vistra to develop and promote positive media stories, op-eds and social media campaigns as well as provide crisis management counsel and video production services in the state of Florida and throughout the country. The successes of their more than 80 workforce development programs and partners, including CareerSource, Job Corps and other WIOA programs. Our strategic media relations, video production and communications plan helped create public relations and outreach support across the 84 workforce development programs within the organization. It also strengthened brand awareness, increased participant applications, and created long term relationships with local media outlets which helped programs receive consistent media coverage for success stories, events and announcements. Lutheran Services Florida Lutheran Services Florida (LSF), a statewide human services agency, is the largest nonprofit Head Start grantee of federally funded dollars in the Southeastern U.S. and one of the biggest nationwide; it operates more than 60 programs, including the Child Care Food Program, Head Start (HS), and Early Head Start (EHS), and is the

designated "Safe Place" provider in areas with LSF youth shelters. Anticipating potential public perception hurdles given controversy tied to Florida's previous Duval County HS/EHS grantee, Vistra was selected by LSF to introduce the nonprofit and its staff unionization efforts to the local Jacksonville community, building trust by preemptively managing media relations.

Vistra's strategy yielded success: Vistra secured positive media coverage from a range of news outlets, including First Coast News (WJXX ABC 25/WTLV NBC 12), *The Florida Times-Union*, *Jacksonville Business Journal* and WJXT News 4 Jax. Vistra's press release resulted in two weeks' worth of favorable broadcast segments and print articles. The powerful net effect raised awareness of program enrollment periods and spiked inquiries into additional high-quality social services available through LSF designed to wrap-around kids and youth from low-income households. The brand strategy and campaigns continue to extend the critical Head Start lifeline to reach more children and families.

Do you have any work products you would like to submit that demonstrate successful outcomes working with statewide collaborative partners?

YES

Provide work products that demonstrate successful outcomes working with statewide collaborative partners.



Workforce Education Veterans Multicultural ...

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- Tampa Bay Business Journal's Power 100: Brian Butler, President & CEO named one of Tampa Bay's Most Influential Leaders of 2021
- National Association of Government Communications (NAGC): 2021 Blue Pencil & Gold Screen Award Winner for Educational or Promotional Campaign (\$100,000+)
- Tampa Bay Business Journal: Ranked Vistra the #1 PR Firm in Tampa Bay (2016, 2017, 2018, 2020, 2021)
- Florida State Minority Supplier Development Council: 2020 Doing Well While Doing Good Humanitarian Award - MBE
- GrowFL: 2019 Florida Companies to Watch
- Florida State Minority Supplier Development Council: 2019 MBE Supplier of the Year
- Tampa Bay Chamber: Brian Butler, President & CEO, Outstanding Leader of the Year
- Small Business Association (SBA): Brian Butler, President & CEO, 2018 Florida Minority-Owned Small Business Person of the Year

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