



Request for Promotional & Outreach Services Proposal

Linda Siegel

Issue Date: May 2, 2018

Bidder's Conference: May 9, 2018, 10:30 a.m.

Proposal Due Date: May 24, 2018, 4:00 p.m.

I. SCOPE OF SERVICES

A. Purpose

The Susquehanna Workforce Network, Inc. (SWN) is soliciting proposals for promotional and outreach services that support and promote the workforce development efforts of the Susquehanna Workforce Network, Inc. It is anticipated that the deliverables will be achieved within one year with the option of an additional year if warranted.

B. Services to be performed

The following components must be addressed in the proposal:

1. Social Media

Expand SWN's social media outreach to include the use of: Facebook, Twitter, LinkedIn and Instagram.

All outreach efforts must consist of a consistent message related to the services provided by our three divisions: Business Services, Workforce Center Services, and Youth Services.

2. Oversite of SWN's Promotional and Outreach Services

Provide oversight to the SWN Promotional/Outreach Team in the implementation of all promotional/outreach efforts to include: Press Releases, Ambassador Program and other external communications.

3. Event Promotion

Assist in the promotion of SWN events through photographs, press releases, social media and other traditional means.

4. Virtual /Electronic Outreach Portal

Provide recommendations, concepts, and models that facilitate virtual/electronic delivery platforms for outreach and service delivery strategies.

5. Industry Videos

Produce videos on the five high growth industries in the region. The video content must have the versatility to be used in multiple presentation formats.

II. PROPOSAL PREPARATION

A. Format

Responding individuals or organizations should ensure the proposals are prepared in compliance with the following requirements:

1. Statement of Work

- a. Discuss each required component, timeline for delivery, cost per component, and examples of previous work.
- b. Clearly describe what processes you will use to address each component specified in this RFP.

2. Background and Experience

Describe the background/experience of the proposing individual or organization.

3. References

Please provide the name, address and telephone number of three (3) recent clients.

4. Attachments

The following attachments must be included with your proposal:

Assurance of Non-Discrimination and Equal Opportunity (Attachment II)

Certification Regarding Lobbying (Attachment III)

Certification Regarding Debarment, Suspension, and Other Responsibility Matters (Attachment IV)

Certification of a Drug-Free Workplace (Attachment V)

B. Bidder's Conference

A bidder's conference will be held Wednesday, May 9, 2018, 10:30 a.m. at the Susquehanna Workforce Network, Inc., Administrative Office, 410 Girard Street, Havre de Grace, Maryland 21014. It is highly recommended interested bidders attend.

C. Submission

One (1) signed original and four (4) copies of each proposal must be submitted to the following address:

Susquehanna Workforce Network, Inc.

Attn: Linda D. Siegel

410 Girard Street

Havre de Grace, Maryland 21014

D. Deadline

Proposals must be received by 4:00 p.m. on May 24, 2018.

III. EVALUATION PROCEDURES

- A. The SWN will evaluate proposals according to the requirements of this RFP. Proposals will first be evaluated for the minimum requirements, and proposals which do not meet the minimum standards will be eliminated.
- B. The proposal will be awarded based on the following evaluation criteria:
1. Technical Criteria
 - a. Responsiveness of Proposal (0-40)
Clearly stating and understanding of the work to be performed. Hours proposed for each component.
 2. Technical Experience of Proposal (0-30)
 3. Price Criteria (0-30)
- C. Contract Negotiations and Award
The SWN shall award the contract in part or in its entirety to offerors who best meet the goals and objectives of the Susquehanna Workforce Network. Individual components from multiple proposals may be selected. Therefore, it is critical for respondents to price each component in the Scope of Services. SWN reserves the right to negotiate the final terms of all contracts. The Network reserves the right to reject all offers if none meet the goals and objectives of the organization.
- D. Appeals Procedure
Any respondents dissatisfied with the award decision and seek to appeal the matter to the Executive Committee of the Susquehanna Workforce Network, must file a written appeal with the SWN Executive Director at the following address:

Mr. Bruce England
Executive Director
Susquehanna Workforce Network, Inc.
410 Girard Street
Havre de Grace, Maryland 21078

All appeals must be filed within ten (10) calendar days of receiving notice of the decision. The decision of the Executive Committee will be final.

IV. GENERAL CONDITIONS

1. The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate the SWN to execute a contract with any offeror. The SWN reserves the right to accept, reject or negotiate any or all offers received in response to this request, to negotiate with all qualified sources, or to cancel, reject, alter, modify or amend in part, or in its entirety, this RFP, if to do so is in the best interest of SWN.
2. The SWN will not be liable for any costs associated with the preparation of proposals or negotiation of contract incurred by any offeror.
3. All proposals prices are irrevocable for ninety (90) days following the closing date for submission.
4. All proposals, in their entirety, will become the property of SWN upon submission. Proposals will be exempt from disclosure until the evaluation and selection process has been completed. If a proposal contains any information that the offeror considers proprietary and does not want disclosure to the public or used for any purpose other than evaluation of the offer, all such information must be indicated with the following statement:
“The information contained on pages _____, _____, and _____ shall not be duplicated, used in whole or part for any purpose other than to evaluate the proposal, provided that if a contract is awarded to this office as a result of or in connection with the submission of such information, the SWN has the right to duplicate, use or disclose this information to the extent provided in the contract. This restriction does not limit the agency’s right to use information contained therein if obtained from another source.”
5. In submitting a proposal, the proposer certified as to its legally constituted organization, and that in connection with this proposal:
 - The prices in the proposal have been arrived at independently without consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror or with any competition; and
 - Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the proposer, and will not knowingly be disclosed by the proposer, prior to award directly or indirectly to any other proposer or to any competition; and
 - No attempt has been made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
6. Person(s) signing the proposal certify that person(s) in the offeror’s organization who are legally responsible within that organization for the decision as to the price being offered in the proposal have not participated, and will not participate in any action contrary to the above.