

Heart of Texas Workforce Development Board, Inc.
Request for Quotes #13220601
Outreach Services

Purpose

The Heart of Texas Workforce Development Board, Inc. (the Board) solicits quotes from qualified, full-service agencies to provide outreach services for the Board and its dba, Workforce Solutions for the Heart of Texas. The Board is interested in qualified firms that will provide strategic direction, technical assistance, resources, and expertise that promote the Board's programs, activities, accomplishments, initiatives, and related events.

The Board will enter into a one-year, cost-reimbursement contract with the option to amend and/or renew for up to three (3) additional years, depending upon an annual review of contract performance and the continued availability of funding. The initial contract will begin on or around October 1, 2022.

The Heart of Texas Workforce Development Board, Inc. (the Board) reserves the right to reject any and all quotes or to waive any irregularities in any quotes, and to be the sole judge of the merit and qualifications of products and services offered and may accept whatever quote is deemed to be in the best interest of the Board.

Background

The Board serves as the administrative entity for federal and state workforce programs and funds allocated to the six-county Heart of Texas workforce development area that serves the counties of Bosque, Falls, Freestone, Hill, Limestone, and McLennan. The Board is a non-profit corporation in the State of Texas and maintains a 501(c)(3) tax-exempt status from the IRS. The Board's primary responsibility is to provide policy and program guidance and to exercise independent oversight, and evaluation of workforce development programs and services that affect area employers, job seekers, and residents. An essential goal of the Board is the development and implementation of coordinated activities among local workforce system programs.

The Board is charged with the development of a workforce system that will provide expanded and improved employment related services to the region. Key elements of the success of the system are the Board's outreach strategies and campaigns that promote awareness of programs, services and events that achieve the Board's mission.

Outreach Services Requested

The successful contractor will provide technical assistance, resources, and expertise in helping to implement outreach strategies to inform the general public and/or specific customer bases about the agency's programs and activities. Outreach services support may include, but are not limited to:

- Strategic guidance and technical assistance for the Board's brand management and outreach activities.
- Developing and producing useful, informative, and attractive collateral.
 - Design, produce, and ensure that forms, brochures, and other collateral inform the public of the services, activities, and initiatives of Workforce Solutions for the Heart of Texas.
- Enhancing and providing project support for on-going special projects and initiatives.

The Heart of Texas Workforce Board, Inc. is an equal opportunity employer/programs and auxiliary aids and services are available upon request to include individuals with disabilities. TTY/TDD via RELAY Texas service at 711 or (TDD) 1-800-735-2989/ 1-800-735-2988 (voice).

- Plan and coordinate special projects and events that serve to promote services and activities.
- Expanding and updating Workforce Solutions for the Heart of Texas’ online presence.
 - Website updates for the Board’s websites
 - www.hotworkforce.com
 - www.ChildOneTexas.com
 - www.STEWARDForgrowth.com
 - www.YEStoYouth.com
 - www.myLINKtransit.com
 - and our intranet site
- Producing and/or posting media messages on Workforce Solutions for the Heart of Texas’ social media platforms.
- Work within the Board’s outreach budget to maximize exposure at a reasonable cost.

General Qualifications

Qualified firms will be full-service agencies with sufficient staff to provide daily contact with the Board staff, as needed. Qualified firms will have knowledge of the Heart of Texas region as well as the public-sector services. Qualified firms will have a minimum of three (3) years of actual workforce development experience, demonstrative effectiveness, experience working with workforce development boards, and will have demonstrated successful outreach services experience.

Quotation of Services

The Board is requesting a quotation of services that includes an hourly and daily rate for each item/service, three (3) references that have direct knowledge of its work as it relates to workforce development, and demonstrative effectiveness in the form of two (2) examples of outreach services provided by the firm. Quotations should also include a narrative of no more than three (3) pages providing an overview of the firm, the firm’s experience in workforce development, a listing of the firm’s successful outreach services, the expected staff composition, and the firm’s knowledge of the Heart of Texas region. If the firm intends to provide some hours at no charge to the Board, please indicate in the appropriate space next to the item/service listed below.

Description of Item/Service	Hourly/ Daily Rate
Strategic guidance and technical assistance for the Board’s brand management and outreach activities.	
Developing and producing useful, informative, and attractive collateral.	
Enhancing and providing project support for on-going special projects and initiatives.	
Expanding and updating Workforce Solutions for the Heart of Texas’ online presence.	

Producing and/or posting media messages on Workforce Solutions for the Heart of Texas' social media platforms (i.e., Facebook and Twitter).	
Other- Additional in-kind hours/service provided to the Board	

Questions

Please submit any questions to Erin Doshier at erin.doshier@hotworkforce.com.

Response

Interested parties must submit quotations containing all the requested information no later than 1:00 PM (CST) on Thursday, September 8, 2022. Please email the information requested to Erin Doshier at erin.doshier@hotworkforce.com.