



WORKFORCE SOLUTIONS
C O A S T A L B E N D

Pre-Proposal Conference

**RFP for
Marketing Assessment
& Strategic Plan**

RFP 24-04





September 30, 2024



Proposers Need to Understand

- Background / Agency Information
- Purpose of RFP
- Procurement Timeline
- Scope of Work
- Submission Requirements
- Evaluation & Scoring
- Other Information
- Point of Contact

Coastal Bend Workforce Development Board dba Workforce Solutions Coastal Bend

-  501(c)(3) Non-Profit Organization
-  Funding from Department of Labor through Texas Workforce Commission
-  FY25 Budget \$44.7 million
-  Mission, Vision & Strategic Board Goals.

A sunburst graphic consisting of numerous thin white lines radiating from a central point at the top of the page, creating a starburst effect.

MISSION

At Workforce Solutions Coastal Bend, we invest in our regional success through access to jobs, training, and employer services.

VISION

We meet our mission through collaboration with industry, education, economic development, and labor to develop a comprehensive regional workforce strategic plan; develop a trainable and available workforce; and provide workforce relevant training opportunities for youth.

STRATEGIC BOARD GOALS

PARTNERSHIPS

Establish and Strengthen Partnerships

EFFICIENCY

Effectively and Efficiently Target Rural Area Services

AWARENESS

Increase Workforce Awareness

INNOVATION

Expand Innovative Services to Business

OPPORTUNITIES

Explore New Revenue Opportunities

TEAMWORK

Improve Internal Efficiencies

CULTURE

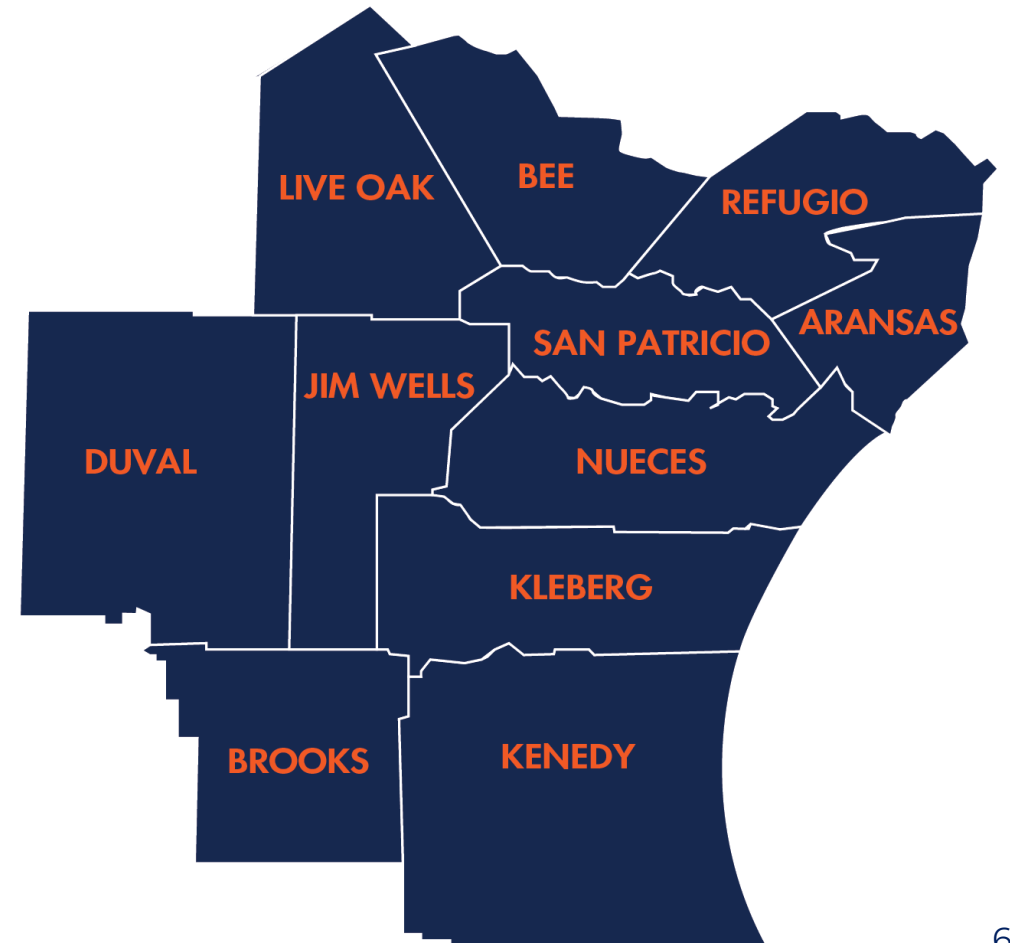
Refine Board Culture

Background: **CAREER CENTER LOCATIONS**




✦ Employer Driven: Career Center Services focus on employers' need for a knowledgeable, skillful workforce to help business become productive and competitive locally and in the global market.

✦ 11 County Coastal Bend Region


✦ 7 Full-Service Career Centers
Alice, Beeville, Corpus Christi,
Falfurrias, Kingsville, Rockport &
Sinton



Purpose of RFP: MARKETING ASSESSMENT & STRATEGIC PLAN

-  To contract with a qualified entity that will conduct a thorough assessment of marketing & communications and produce a Strategic Plan.
-  Assessment should evaluate processes and determine if there are efficiencies and/or improvements that could be implemented.
-  Strategic Plan should consider WFSCB's future growth and include recommendations on additional needs.

Procurement: **RFP TIMELINE**

- Sep 23 Release of RFP & Start of Question Period
- Sep 30 Pre-Proposal Conference
- Oct 7 End of Question Period @ 5 pm
- Oct 11 Answers Posted on WFSCB Website @ 5 pm
-  ○ **Oct 21 Proposals Due by 4 pm**
- Oct 28-Nov 4 Proposal Evaluation Period
- Nov 5 Notice of Award / Non-Selection *(projected)*
- Nov 18 Contract Start Date *(projected)*

Procurement: **SCOPE OF WORK**

Services to be Provided

- A review and assessment of current use of resources and staff access to marketing and communication systems, tools, and resources.
- Evaluation of current organizational structure.
- A capability assessment for processes and skills.
- Analysis of current technology stack for digital and design projects, social media, website development and maintenance.

Services to be Provided

- Identification of opportunities for significant improvements in marketing and communications operations.
- Develop a timeline with milestones associated with the services to be provided and deliverables to be produced.

Procurement: **SCOPE OF WORK**

Deliverables

- Timeline which includes but is not limited to milestones listed on page 5 of the RFP.
- Draft Assessment Report
- Final Assessment Report.
- Draft Strategic Plan
- Final Strategic Plan

Procurement: **SUBMISSION REQUIREMENTS**

Proposal Outline

- Cover Page
- Table of Contents (with page numbers)
- Profile & Certification
- Qualifications & Experience
- Resumes & Other Supporting Documents
- Approach & Methodology
- Cost / Price Information
- Demonstrated Ability / References
- Certifications & Assurances



Proposals Due October 21, 2024 by 4:00 PM

Procurement: **SUBMISSION REQUIREMENTS**

Proposal Format

- Proposals may be submitted in paper or electronically.
- If submitting in paper, an electronic version is also required.
- Electronic version should be a single PDF file and emailed to:
esther.velazquez@workforcesolutionscb.org



Proposals Due October 21, 2024 by 4:00 PM

Initial Screening for Responsiveness

- Proposal must be submitted by the RFP deadline.
- Electronic version of Proposal must be a single PDF file and contain e-signatures.
- Proposal must be for the specific services requested and described in the RFP.
- Proposal must be in the outline and order described in the RFP.



Proposals Due October 21, 2024 by 4:00 PM

Procurement: **EVALUATION & SCORING**

Criteria & Points

- Qualifications & Experience **30 Points**
- Approach & Methodology **30 Points**
- Cost / Price Information **30 Points**
- Demonstrated Ability / References **10 Points**
- HUB Certification **5 Points**
- **Total Possible Points 105**



Proposals Due October 21, 2024 by 4:00 PM

Procurement: **OTHER INFORMATION**

Term

- Initial contract will be awarded for a period not to exceed 12 months ending on September 30, 2025.

Insurance

- Contractor is required to maintain insurance coverage throughout the contract term.

Restrictions on Communication

- Communication promoting qualifications to WFSCB staff, Board of Directors or CEO Council is strictly prohibited until contract is awarded.



Proposals Due October 21, 2024 by 4:00 PM

Procurement: **POINT OF CONTACT**

Esther Velazquez, Contracts and Procurement Specialist

Email: esther.velazquez@workforcesolutionscb.com

Fax: 361.885.3057 *(for questions only, no proposals)*

Mail: Workforce Solutions Coastal Bend
400 Mann Street, Suite 800
Corpus Christi, TX 78401

- Questions must be submitted in writing.
- **Deadline for questions is October 7, 2024 @ 5 pm.**
- No questions will be accepted after the deadline.



Proposals Due October 21, 2024 by 4:00 PM