

Workforce Florida, Inc.

Invitation to Negotiate for Employ Florida Marketing/Outreach Services

January 26, 2006

PURPOSE. The purpose of this Invitation to Negotiate (ITN) is to elicit responses from marketing or public relations firms interested in contracting with Workforce Florida, Inc. (WFI) for comprehensive, multi-faceted marketing and public relations services.

BACKGROUND. Workforce Florida is the public/private corporation established by the Florida Legislature to provide policy direction and general oversight to the state's workforce development system. A board of directors appointed by the Governor oversees the activities of Workforce Florida. WFI is managed by a president and professional staff located in Tallahassee.

The workforce development system in Florida serves two primary customers – job seekers and employers seeking skilled workers. Workforce development services are provided to these customers primarily through 24 regional workforce boards throughout the state which are chartered by Workforce Florida. There are within the State of Florida approximately 100 One-Stop Centers that provide the gamut of workforce-related services to those individuals seeking jobs, those employed individuals needing skills upgrades to retain their jobs and to businesses seeking to fill vacancies or stay competitive by upgrading the skills of their existing workers. 'Workforce services' generally include work skills assessments, job training and job referrals. The One-Stop Centers also provide services to persons who present the challenge of being on welfare or transitioning off welfare to gainful employment. Assistance with meeting the financial and other support needs of low income families, services for the disabled, services for veterans and services for youth entering the workforce are also some of the other services provided through these One-Stop Centers within the 24 regions around the state.

In addition to the services provided directly through the One-Stop Centers at the local level, WFI implements several initiatives at the state level. One, called the Incumbent Worker Training program, provides funds to employers for training needed by their existing workers due to changing market conditions. Another, called the Quick Response Training program, provides funds to employers who are bringing high value jobs to the state or expanding their current workforce and require trained workers. WFI also funds a number of demonstration projects at the state level. Demonstration projects are intended to fund innovative solutions to complex workforce issues and, again, these short-term projects generally target persons in need of training and/or businesses in need of trained workers.

Several years ago Workforce Florida established a statewide affiliate brand to link all workforce services – those provided through the regional workforce boards and those provided at the state level. The Employ Florida affiliate brand provides a tool to customers not familiar with the structure of Florida's workforce system and/or a local or state workforce brand to find workforce services and resources easily by researching a common name.

In early 2005, WFI executed a contract for an on-line, internet based system to match job seekers with employers seeking workers. The system is called the Employ Florida Marketplace (EFM). EFM is unique in the country and has developed significant momentum during the last 12 months in being a great aide to businesses in finding good job applicants and to persons seeking to find a job or job upgrade.

The goal of this solicitation is to begin the process of selecting a firm which can market the services provided by Workforce Florida through its state level programs and EFM, as well as the services provided by the 24 regional workforce boards.

Potential respondents are encouraged to visit the WFI web site at www.workforceflorida.com for more information about WFI and Florida's workforce system as well as the Employ Florida Marketplace at www.employflorida.com.

CONTRACTOR QUALIFICATIONS. Through this ITN, WFI intends to select and negotiate a contract with a marketing firm within the following parameters:

1. Local Firm. For a variety of reasons, the firm WFI selects must be located in Tallahassee. To be considered, a firm must have been in business in Tallahassee under its existing name and basically the same business structure for not less than one year from the date of issuance of this ITN.
2. Experience. WFI is interested in contracting with a firm that has significant experience in providing all phases of advertising/marketing services to a statewide market. That experience will be demonstrated by listing recent/current projects the firm has managed.
3. Capacity. WFI is interested in contracting with a firm that has significant in-house capacity and is able, as much as possible, to create and rollout a marketing program within its own capacity. WFI is not interested in contracting with a firm that is routinely required to utilize a number of outside contractors over which WFI has no control. That capacity will be demonstrated by listing the education and work experience of the firm's staff and describing in-house creative capabilities.
4. Workforce Experience. In addition to the general firm experience mentioned above, it will be a great advantage if a firm has some practical knowledge and experience working with a 'workforce' organization(s), preferably in Florida. Many of the 24 regional workforce boards maintain their own marketing agreements – that sort of experience would be invaluable. Certainly, if a firm has any state level workforce experience, that would be extremely helpful.
5. Noteworthy Accomplishments & Awards. As a partial measure of the firm's quality of performance, it would be an advantage to WFI if the firm and/or individuals within the firm have been recognized for exemplary achievement.

SUBMISSION OF RESPONSES. Firms interested in submitting a response to this Invitation to Negotiation must submit the following documents:

1. 'Firm Questionnaire' – Respondents will provide information regarding the firm that addresses the preferences listed above. This information will be provided in the format required in the attached document of the same title.
2. 'Examples of Work Product' – Respondents will provide examples of work product that they feel best illustrates the capabilities and talents of the firm and individual members. This work product may include copies of print advertising, audio tapes or CDs of radio or television advertising, etc. The work product should be product that was produced within the last three years. Each product that a respondent chooses to submit should reflect if any or all of the staff who developed the product are still with the firm. Respondents should exercise some discretion when it comes to providing work product. It is WFI's intent to conduct a personal presentation by one or more of the responding firms and that would of course be an opportunity to provide more examples of work product.

Six copies of the 'Firm Questionnaire' and any examples of work product the respondent may wish to provide must be submitted to the address below not later than **5:00 PM, Eastern, Wednesday, February 15, 2006:**

Workforce Florida, Inc.
1974 Commonwealth Lane
Tallahassee, FL 32303
ATTN: Mike Johnson

SELECTION. Potential respondents are reminded that this is not a bid nor a Request for Proposals and, therefore, WFI is not seeking actual proposals, pricing plans or contract offers. This Invitation to Negotiate merely seeks to identify firms that are interested in establishing a contract with WFI for marketing services and assessing the quality and capabilities of such potential contractors. WFI will review the responses and rank them based on what WFI deems to be the most suitable and qualified. WFI retains the sole authority for developing and applying the criteria it will use to establish these rankings.

WFI may choose to request that one or more of the responding firms make a face-to-face presentation to an individual or individuals reviewing responses. If needed, every effort will be made to schedule the presentation(s) at a time and on a date satisfactory to the respondent. Presentations, if necessary, will be scheduled in Tallahassee, probably at WFI headquarters on Commonwealth Lane. WFI, at its sole discretion, may determine that a personal presentation(s) is not necessary. Tentatively, WFI plans to schedule presentations, if necessary, the week of February 27.

NOTE: When WFI has made its decision regarding which firm it deems to be the most suitable and qualified for this project, it will notify all respondents of that decision. WFI will then set up a meeting with the company it selects and commence negotiations relative to specific 1) scope of services, 2) timetables for implementation and 3) costs. If negotiations are unsuccessful, WFI retains the right to initiate contract negotiations with the next highest ranked firm and continue that process until it successfully negotiates a contract. WFI retains the sole authority to make its selection based on what it determines to be its best interest. WFI, at its sole discretion, may reject any and all responses as not meeting the needs of this project.

WFI anticipates that a selection decision will be made sometime during the first week in March.

CONTRACT. The contract resulting from this ITN will be a two-party contract between WFI and the firm that is selected. Any subcontractors the firm may use from time to time during the course of the contract will not be a party to the firm's contract with WFI. The contract will establish pricing to be utilized for various aspects of the service – media buys, creative product, etc. It is anticipated that the resulting contract will be for a minimum of one year but the actual length of the contract and any possible renewal options will be terms to be negotiated by the parties.

CONTACT. Firms should direct inquiries regarding this ITN to Mike Johnson, via email at the following address –

mjohnson@workforceflorida.com

No phone calls please.

Workforce Florida, Inc.

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FIRM QUESTIONNAIRE

Please provide the information requested in this questionnaire and submit six (6) copies of the questionnaire responses along with samples of work product to Workforce Florida, 1974 Commonwealth Lane, Tallahassee 32303, ATTN: Mike Johnson. Please follow this format for preparing the response to this ITN. Responses must be received by Workforce Florida on or before 5:00 PM, Eastern, February 15, 2006. Questions may be directed to Mike Johnson via email at mjohnson@workforceflorida.com

1. Name of Firm (FEID #):	
2. Address:	
3. Contact Information:	
a) Contact Name & Title:	
b) Contact Phone #	
c) Contact Fax #	
d) Contact email address	
4. No. Years in Business Under Above Name	/yrs

5. Experience – List any current or recent (within the last 3 years) projects that demonstrate the firm’s experience in successfully running a statewide marketing campaign. Firms may list as many projects as they wish but each project that is included should provide information to WFI about the scope and quality of services offered by the firm. Work product from these contracts may be included. For each project list –

- a) The organization with which the firm contracted
- b) The length of the contract
- c) The firm’s current staff that were/are involved in the contract
- d) A description of the marketing services that are/were provided by the firm
- e) Describe whether this project was done totally in-house, primarily in-house or primarily by outside sources
- f) Any anecdotal information regarding the success of the program

6. Capacity – Describe the firm’s capacity to conduct a comprehensive marketing campaign. This will include a list of the firm’s staff to include each person’s educational background and work experience. The person who will be designated the lead for the WFI project should be identified. The section on *capacity* should also list any equipment or other resources the firm has that will help WFI determine the firm’s ability to conduct a multi-faceted, statewide campaign.

7. Workforce Experience – List any experience the firm has had providing services to a ‘workforce’ organization. This experience may be in a prime contractor role or as a subcontractor. Identify the name of the organization for which services were provided and the type of services provided. These can be projects that are listed in 5. Experience, above.

8. Noteworthy Accomplishments & Awards – List and provide a brief description of any awards the firm or individual staff members have received during the last three years. List the entity that made the award.

9. Work Product – Provide samples of work product. Respondents will also be asked to provide work product at the face-to-face presentation if one is scheduled. This request for work product to be submitted with the ITN response is intended to give WFI some idea of the quality of the products developed by the firm. Respondents should identify if they developed the product or whether it was developed in conjunction with a third party – **WFI’s preference is that respondents only include work product they have developed.**

It is WFI’s desire to keep responses to a ‘manageable’ size but respondents may provide any other information, not specifically addressed here, they feel will give WFI an idea of the firm’s capability and the quality of its services.