



workforce
SOUTHWEST WASHINGTON

FOR IMMEDIATE RELEASE

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**Workforce Southwest Washington Seeks Proposals
for Focus Groups and Brand Development for Youth Employment Services Center**

Vancouver, Wash. (July 6, 2017) — Workforce Southwest Washington (WSW) is seeking proposals from qualified organizations to conduct focus groups and to develop a brand for a youth employment services center.

Proposals are for two separate but interconnected projects to:

1. Perform stakeholder research (i.e., focus groups) with youth, service providers and community partners about their vision for the shared youth space, including what the physical location should include, how services might be provided, etc. to understand concerns, challenges and opportunities, and
2. Develop a brand for the youth center, including naming the center, developing a logo, writing and designing collateral, videos and other materials.

Depending on capabilities, agencies may submit proposals for one or both projects.

Proposals are due to WSW by **Monday, July 17 at 4 p.m. Pacific Time.**

Download the Request for Proposals (RFP) at www.workforcesw.org, by scrolling down and clicking the RFP button in the bottom right corner of the home page.

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Workforce Southwest Washington (WSW), a nonprofit organization founded in 2002, contributes to regional economic growth by providing investments and resources to improve the skills and education of the workforce in Clark, Cowlitz and Wahkiakum counties. WSW-funded programs operated by WorkSource and community-based organizations help businesses find and hire the employees they need and provide people with the skills, education and training to find work or advance in their careers. WSW collaborates with employers, community colleges and universities, labor groups, government and economic development agencies, high schools, nonprofits and community organizations. Learn more at www.workforcesw.org.

Serving businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties.