



## **Workforce Southwest Washington Request for Proposals (RFP) for Strategic Communications Planning Services**

### **I. INTRODUCTION**

Workforce Southwest Washington (WSW), a Washington State 501 (c) (3) nonprofit corporation, is a public-private partnership that invests approximately \$10 million annually in programs that provide training and education, job search, career exploration and job placement services for businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties in Washington State.

These programs and services are delivered through contracts WSW has with nonprofit organizations and private companies. Despite investing more than \$82.3 million since our founding in 2002, WSW is not well-known, nor is its role and value understood by key audiences.

WSW is responsible for the administration and finances of the federal Workforce Innovation and Opportunity Act (WIOA) programs operating within three counties in Southwest Washington. WSW provides oversight of the region's public workforce development system, including the WorkSource one-stop American Job Centers in Vancouver and Kelso and the Next youth center in Vancouver, to ensure the highest quality employment and training services for businesses and job seekers.

### **II. PURPOSE OF THE REQUEST FOR PROPOSAL**

WSW is seeking proposals from qualified organizations to assist with development of a strategic communications plan. Change is underway at WSW. As of July 1, 2018, WSW has a new CEO. We are in the midst of updating our strategic plan and will be moving to a new location in early 2019.

WSW is seeking a consultant to assess our current communications activities, make recommendations for changes, and develop a detailed communications plan that will enable us to clearly tell our story, compellingly show our value, and raise our profile with key audiences.

#### **Goals:**

- Take us to the next level of awareness with our key audiences.
- Establish WSW as a thought leader in workforce development (i.e., a trusted resource for anything related to the world of work).
- Position WSW as the first entity businesses should contact for their workforce needs.

Some of the areas in which we'd like assistance, include:

- Gather and conduct stakeholder and audience research to find out what is known and felt about WSW, uncover any confusion around who we are, what we do, why it matters, and the value we provide.

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



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SOUTHWEST WASHINGTON

- In 2016, WSW began operating under a DBA “Workforce Southwest Washington.” The organization’s legal name is the Southwest Washington Workforce Development Council. Use of the DBA may have contributed to confusion between WSW and one of the organizations in which it invests, WorkSource. We’d like to confirm whether or not confusion exists.
- Review existing communications/marketing/public relations efforts, materials and digital channels to determine what’s working and what’s not. Provide recommendations for changes, including suggestions for social media outlets, and how we can show the human side and passion of our team, etc.
- Develop a communications plan with objectives, strategies, tactics, evaluation and measurement.

Please add your suggestions and recommendations for additional activities.

This project is anticipated to begin in February 2019 and end by June 30, 2019.

### III. SUBMISSION REQUIREMENTS

All proposals must be received by WSW by **5 p.m. Pacific Time on Monday, January 14, 2019**. Proposals received after this time will not be accepted.

Submissions should be emailed to [jmaglione@workforcesw.org](mailto:jmaglione@workforcesw.org) with “Communications Proposal” in the subject line and read receipt requested.

Proposals should include:

- Information about your company’s qualifications for doing this work
- Hourly rates and number of hours you expect to spend on the project
- A "not to exceed" price for the entire project

Selected quotes may be invited to present their proposal. No costs for these presentations will be covered.

Any submitted quote shall remain a valid proposal for one year after the closing date of the RFP.

Workforce Southwest Washington is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service 711.

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