

SECTION 1: RFP CONTACTS & IMPORTANT DATES

Contact

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Timetable

- A. **Release date:** January 5, 2017
- B. **RFP due date and submission:**
Date: Wednesday, January 18, 2017
Delivery Method: E-mail responses to Lindsay.white@win-semich.org. Specify “WIN apprenticeship website and marketing proposal” in the subject line.
- C. **Contract and Payment Schedule**
Upon receipt of a competitive quote and confirmation of available project funds, WIN and project partners will select a vendor and set contract terms, including a payment schedule. A monthly invoiced payment schedule is anticipated.

SECTION 2: STATEMENT OF PURPOSE AND BACKGROUND

Statement of Purpose:

The **Workforce Intelligence Network for Southeast Michigan (WIN)** is issuing this request for proposal seeking to outsource communications-related assistance in the following capacities:

1. Apprenticeships website with match-making user flow
2. Brand development
3. Marketing & communications materials – print and digital

Website will be completed by April 2017. Apprenticeship branding (any logos, themes, and related materials) will be completed by January 2017. Marketing and communications-related materials will be continuously created and provided within funding limitations throughout duration of the grand funding availability. Please include rates for each service in your proposal.

Background:

The Advance Michigan Center for Apprenticeship Innovation (AMCAI) is a \$4 million American Apprenticeship Initiative grant recipient tasked with expanding local apprenticeship through statewide innovation. AMCAI covers 13 counties in Southeast Michigan and promotes the overall goal of expanding and enhancing Department of Labor (DOL) Registered Apprenticeships.

Lead by the Southeast Michigan Community Alliance (SEMCA) and Workforce Intelligence Network for Southeast Michigan (WIN), AMCAI is comprised of four Southeast Michigan community colleges—Henry Ford College (HFC), Oakland Community College (OCC), Schoolcraft College, and St. Clair County Community College (SC4)—along with many local and regional corporate and workforce and economic development partners. This partnership of community colleges and other community partners represent AMCAI, which will focus on establishing and expanding apprenticeship programs responsive to the evolving technical needs in the high-demand, new-age automotive and transportation sectors of the advanced manufacturing industry. AMCAI will serve 853 individuals, both new and incumbent workers, with 28% of participants being of underrepresented populations.

Overview of WIN:

The **Workforce Intelligence Network for Southeast Michigan (WIN)** helps to cultivate a comprehensive and cohesive talent system to ensure employers' success. WIN is a partnership of 10 community colleges and 6 Michigan Works! Agencies in southeast Michigan. WIN's mission is to cultivate a comprehensive and cohesive talent system to ensure employers find the workers they need for success. WIN specializes in fostering collaboration among talent partners, including workforce development, community colleges, four-year postsecondary institutions, K-12 schools, economic development organizations, government, community based organizations, employers, and others.

SECTION 3: SCOPE OF WORK AND DELIVERABLES

Scope of Work:

Under the supervision of WIN's Communications Manager (with support from WIN staff and participants of AMCAI), contractor will work with WIN team and its partners to accomplish the following proposed activities in creating a website for apprenticeship, leading the development of the Michigan apprenticeships brand, and sustaining monthly marketing and communications activities (as needed) within a fixed budget.

Deliverables:

- Website:
 - Develop and define objectives for the apprenticeships website
 - Develop a sitemap and wireframes for the website
 - Establish and confirm a tentative go live for the website prior to the development of the website
 - Produce design for all pages of the match-making user flow (for employers, individuals, and administrators)
 - Create and suggest web design opportunities with WIN feedback prior to web development
 - Convert WIN-approved designs into a WordPress theme, development of match-making forms & functionality
 - Provide ideas for design
 - Work with WIN to test apprenticeship website "draft"
- Brand development and materials:
 - Design logo(s) for grant work

- Work with WIN to gather content and confirm branded messages that are well developed and concise for appropriate audiences (depending on where materials are being utilized)
- Create basic language such as a mission statement, tagline, and grant project goals to be displayed on marketing materials and website as needed
- Produce one pagers for apprenticeship grants and projects, as well as for each type of apprenticeship opportunity (ongoing throughout grant duration)
- Create design/template for one pagers
- Create designs/templates for other marketing materials
- Create images other visual elements to help market content on social media and digitally

Goal:

The goal of the apprenticeship branding, website, and materials is to create more awareness of apprenticeships in the region and statewide to highlight the value of apprenticeships to both students and employers. Additionally, the goal is to create a “one-stop” outlet (the apprenticeship website) that will answer all questions related to apprenticeship and help businesses develop their own certified apprenticeship programs to save money, hire talent, and ultimately, educate and train for the future’s in-demand jobs. The apprenticeships materials and website will allow employers to grow their own talent after connecting with AMCAI and establishing their own apprenticeship program.