

# LILA OUTREACH PROJECT

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## REQUEST FOR QUALIFICATIONS



March 2012

Workforce Training and Education Coordinating Board  
128 10th Avenue SW, PO Box 43105, Olympia, 98504-3105  
360-753-5662, Fax 360-586-5862  
[www.wtb.wa.gov](http://www.wtb.wa.gov)

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## ATTACHMENT A – COVER PAGE

Date of Solicitation .....	March 23, 2012
Proposal Due Date.....	April 18, 2012
Estimated Time Period for Contract .....	May 2012 – June 30, 2012
Maximum value of award .....	\$30,000

### ***RFQ Coordinator / Main Contact:***

Katherine Mahoney  
[kmahoney@wtb.wa.gov](mailto:kmahoney@wtb.wa.gov)  
360.664.4232

# 1. Introduction

## 1.1. BACKGROUND

The Workforce Training and Education Coordinating Board (Workforce Board) is a partnership of labor, business and government dedicated to helping Washington residents obtain and succeed in family-wage jobs, while meeting employers' needs for skilled workers. As a state agency, the Workforce Board oversees a workforce development system that includes 18 education and training programs receiving almost \$1 billion annually in state and federal funds. More information about the Workforce Board can be found at [www.wtb.wa.gov](http://www.wtb.wa.gov).

The Lifelong Learning Account (LiLA) program has actively operated in Washington for over two years and has been funded in part by a grant from the Council for Adult and Experiential Learning (CAEL). Six businesses and 24 employees are participating in this innovative education savings program. Employers match the monthly contributions of participating employees into an education savings fund. This fund can then be used by the participating employee to pay for their further education. More information about LiLA can be found at [www.wtb.wa.gov/LifelongLearningAccount.asp](http://www.wtb.wa.gov/LifelongLearningAccount.asp).

## 1.2. PURPOSE

The successful contractor will work with LiLA partners in identifying the best message, images and positive features of the LiLA program in order to tell a compelling story and leave a lasting impression on employers, employees, non-profits, foundations and financial institutions about the benefits of the LiLA program. The story of LiLA will be told through video and written materials and will be used to:

- encourage financial support from foundations;
- market LiLA to financial institutions; and,
- encourage interest and participation in LiLAs by businesses and other employers.

## 1.3. QUALIFICATIONS

Minimum qualifications:

- Licensed to do business in the State of Washington

The Workforce Board is most interested in candidates with these preferred qualifications:

- Talent for working with diverse stakeholders to shape and frame a message
- Experience interviewing subjects to capture key ideas for both print and video media; background in journalism helpful
- Compelling writer with high degree of polish

- Produces quality video using memorable images, sounds, music and phrases

#### **1.4. FUNDS AVAILABLE AND PROJECT DURATION**

The maximum value of the resulting contract will be \$30,000. The contract resulting from this solicitation will be a performance-based contract. All payments will be tied directly to the quality and timeliness of the work.

The period of performance is expected to begin in May 2012 and will end June 30, 2012.

***OFM 10-Day Filing Requirement*** - Under the provisions of Chapter 39.29 RCW, this personal service contract is required to be filed with the Office of Financial Management (OFM). No contract required to be so filed is effective and no work shall be commenced nor payment made until ten (10) working days following the date of filing and until approved by OFM.

#### **1.5. SCOPE**

Through this project, the selected consultant will:

- A. Work with partners of the LiLA program in developing a storyline, theme and message for the LiLA program.
- B. Gather audio and video interviews, images and B-roll.
- C. Produce a written story that tells the LiLA story and could be used in printed materials, articles and online. The story should be approximately 1,200 to 2,000 words and be suitable for publication in journals, newspapers and promotional materials.
- D. Produce a set of compelling written employee-employer stories that could be used in print media, websites and marketing materials, aimed at employers and policy makers.
- E. Produce a short marketing video that tells the LiLA story. The video shall be no more than 10 minutes and will tell the LiLA story using memorable images, sounds, music and phrases.
- F. Produce up to four stand-alone videos relating an employee-employer story for publication on the internet
- G. Short written summaries that could accompany the video

#### **1.6. LOCATION OF WORK**

LiLA participants are located in Thurston and Grays Harbor counties and travel to worksites is required.

## 2. General Information for Applicants

### 2.1. PROJECT TIMELINE

Activity	Date
Issue Request for Qualification	March 23, 2012
Due date for applications	April 18, 2012
Contractor notified of selection	April 27, 2012
Negotiate and execute contract	May 2012
Commence Contract Work	May 2012
End of Contract	June 30, 2012

### 2.2. SUBMISSION OF PROPOSALS

Application packages must be received by Workforce Board staff no later than 5 p.m. on Wednesday April 18, 2012 and must be submitted as an attachment to an email to the RFQ Coordinator ([kmahoney@wtb.wa.gov](mailto:kmahoney@wtb.wa.gov)). Applications that arrive after this deadline will not be accepted.

The proposal and attachments must be submitted as Word files or PDFs. The Cover Page (Attachment A) must have a scanned original signature to bind the applicant to the proposal. Video samples must be submitted as hyperlinks. Proposals submitted as ZIP files will not be accepted.

### 2.3. REVISIONS TO THE RFQ

In the event it becomes necessary to revise any part of the RFQ, addenda will be provided via email to all individuals who have downloaded this proposal from WEBS or who have made the Workforce Board aware of their interest. If you did not obtain this solicitation from WEBS, you are responsible for sending your name, email address and telephone number to Katherine Mahoney at [kmahoney@wtb.wa.gov](mailto:kmahoney@wtb.wa.gov) in order to receive any RFQ addenda.

The Workforce Board reserves the right to cancel or reissue the RFQ, in whole or in part, prior to execution of a contract.

### 2.4. RESPONSIVENESS

All proposals will be reviewed by the RFQ Coordinator to determine compliance with administrative requirements and instructions specified in this RFQ, including page limits and

cost limitations. Proposals which fail to comply with any part of the RFQ may be rejected as non-responsive.

## **2.5. REVIEW PANEL**

Proposals meeting deadlines and minimum criteria will be reviewed and scored by a panel consisting of Workforce Board staff and LiLA partners. If needed, an in-person or telephone conversation between the panel and an applicant may occur to more fully explore the strengths of the application or assist in the overall prioritization of projects.

## **2.6. COPYRIGHT PROVISIONS**

All materials produced under the contract resulting from this RFQ shall be considered “works for hire” as defined by the US Copyright Act and shall be owned by the Workforce Board. In the event that the materials are not considered “works for hire” under the US Copyright laws, the Contractor will irrevocably assign all right, title and interest, including intellectual property rights, to the Workforce Board, effective from the moment of creation of such materials.

## **2.7. CRITERIA**

The ideal application will demonstrate/contain:

- substantial and relevant experience in all required and preferred qualifications (section 1.3 Qualifications)
- excellent writing and editing skills
- a project schedule that allows for all deliverables and outcomes identified in section 1.5 Scope to be met
- writing and video samples evidencing a high level of proficiency in telling a compelling story that leaves a lasting impression
- references speaking to the quality of work of the applicant

RFQ Coordinator / Main Contact:

Katherine Mahoney

[kmahoney@wtb.wa.gov](mailto:kmahoney@wtb.wa.gov)

360.664.4232

### **3. Proposal Contents**

The proposal must contain:

#### **3.1. COVER PAGE**

See Attachment A.

#### **3.2. STATEMENT OF QUALIFICATIONS**

*Limit 3 pages (excluding résumés)*

- A. Experience and Qualifications – Identify prior experience which will make you successful in meeting the outcomes identified in section 1.5 Scope, including:
- successful experience working with multiple stakeholders to craft a storyline and theme for marketing and outreach purposes
  - interviewing subjects for written, audio and video
  - producing written material that tells a compelling story and is suitable for publication in a wide range of media and promotional materials
  - producing video material that effectively tells a compelling story using images, sound, music and phrases.
- B. Project Team Structure – Identify who will work on this project. If proposal involves the work of more than one person, describe the project team structure. Include lines of authority for personnel involved in the project. Identify who within the firm will have prime responsibility and final authority for the work. Note: After the date of execution on resulting contract, any staff substitution must have prior approval of the Workforce Board.
- C. Résumés (*does not count towards page limit*) – Attach current résumés for all staff who would spend time on this project.

#### **3.3. PROJECT SCHEDULE**

*Limit one page*

Include a schedule indicating when elements of the work will be completed. The proposed schedule must ensure all deliverables and outcomes outlined in section 1.5 Scope are met within the lifetime of the contract.

### **3.4. EXAMPLES OF WORK**

Provide writing and video samples which demonstrate talent in writing and telling a compelling story. Video samples must be submitted as hyperlinks and not as attachments to the proposal.

### **3.5. COST PROPOSAL**

*Limit 1 page*

Proposals must be for \$30,000 or less to be considered responsive to this RFQ.

The evaluation process is designed to award this procurement not necessarily to the lowest bidder but to the proposal that best meets the requirements of this RFQ. However, you are encouraged to submit proposals which are cost-competitive.

Submit a detailed budget including all costs to be charged in the course of completing the tasks identified in section 1.5 Scope. This may include staff time, travel, supplies or overhead.

Please note: any equipment purchased through this contract remains the property of the State of Washington upon completion of the contract.

### **3.6. LETTERS OF REFERENCE/OTHER REFERENCES**

Include a minimum of three professional letters of reference. Ensure the authors include their name, organization, title, phone and email contact information.

## Attachment A – Cover Page

Applicant Name:
Address:
State, City, Zip Code:
Phone:
Email:
Amount Requested:

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Printed Name & Title

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Signature

Date

**Tax ID #:**

**UBI #:**