

Questions

How many CWMWD network employers and WIOA partners require a high school degree to consider an applicant?

CWMWDB does not have a set network of employers. We are able to serve/work with any business in the 5-county region. The level of education/training would depend on the position. Here is a [spreadsheet](#) that looks at all the occupations in the Central Western Maine 5-county region that require a high school diploma or equivalent or no formal education credential. You can see the total number of jobs in each occupation from 2021, the annual number of open positions, and the percentage. This information, and much more, is available to any interested person on the Center for Workforce Research and Information (CWRI). <https://www.maine.gov/labor/cwri/outlook.html> As for the WIOA partners, these are agencies identified in the WIOA law that are required to participate in the delivery of services in the workforce system. You can find them at: <https://www.ecfr.gov/current/title-20/chapter-V/part-678/subpart-B/section-678.400>

Is there a third-party form or enrollment process?

Enrollment happens through the board's contracted service provider, Eastern Maine Development Corporation (EMDC).

Is the purpose of the campaign for educational/training improvement or to recruit disconnected youth for employment directly?

The purpose of the campaign is to find youth and connect them to employment. That connection could happen by helping them get directly into employment, enter a pre-apprenticeship or apprenticeship, engage in an On the Job Training, or enroll in an educational institution or training to earn a credential of value that leads to employment. The marketing campaign will generate interest and referrals. The service provider will work with youth to develop the appropriate pathway.

Who are the "staff at all WIOA required partners"?

I assume you are referring to this bulleted item under Scope of Work: *Provide logistic services for a region-wide one day workshop for front line staff of all WIOA required partners.* The board will be responsible for identifying the invitees and planning the program. The contractor will identify and pay for a space and lunch for 100 people in a central location.

Can you define the scope of work around "launch and utilization of a new website"?

In the RFP, each item listed in the Scope of Work has a paragraph that briefly describes what might be included. In the paragraph under **Development of a strategic marketing and outreach plan**, it states: *Outreach efforts may include: paid radio spots; PSAs on radio stations; "on-air" interview; targeted ads via geofencing on social media (TikTok is excluded), streaming TV, retargeting apps; launch and utilization of a new website; audio and video content creation; messaging assistance; handouts; and graphic design.* These are examples of what might be utilized. We expect that the successful bidder will choose the vehicle(s) that best connect with the targeted audience. Our service provider, EMDC, has a website. This may be sufficient or there may be a better option, such as a landing page for referrals. That is up to the bidder to decide.

What is the anticipated budget for the entire campaign?

CWMWDB anticipates making one (1) award as a result of the RFP process. Up to \$90,000 is available for the complete campaign. Evaluation of this bid process considers cost for services. However, the RFP also states:

The CWMWDB reserves the right to

- ✓ reject any or all offers and discontinue this RFP process without obligation or liability to any potential bidder;
- ✓ **Accept other than the lowest priced offer;** and
- ✓ Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.

Is there a separate budget for creative costs, event hosting, and advertising spending established?

No.

Will focus groups be provided or does the agency have to develop these focus groups?

The board will develop the focus groups and work with the successful bidder to develop a set of questions. The successful bidder will facilitate the focus groups and track responses. The successful bidder will also budget a small stipend for each participant.

Is there any data or contact information on the 626 potential applicants?

No. The data was retrieved from the American Community Survey.

Do the 626 potential applicants also account for the disabled and those unable to gain meaningful employment?

The definition of Disconnected Youth for the report referenced is: *16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.* Unemployed covers people who are actively looking for work. So, the figure of 626 would include the population who are looking or not looking. Those not looking for work could be youth who feel they are not capable for a variety of reasons. Many people with a disability are capable of entering and greatly contributing to the workforce. The goal of WIOA funding is to remove barriers so people can enter the labor force. WIOA's youth programs can serve people through the age of 24. So, a campaign geared toward youth will hopefully capture the attention of youth from 20-24 as well as those from 16-19.

Are there brand guidelines established for this organization or this initiative?

The Central Western Maine Workforce Development Board has an established brand, as does its service provider, EMDC. However, this campaign is not about the board or the service provider. In the RFP under **Creative development**, it does state that *any materials should adhere to standard accessibility guidelines and should not exceed a ninth (9th) grade reading level.*

Is the Appendix A: Debarment, Performance, and Non-Collusion Certification form the only thing allowed in an Appendix? Or are we able to share examples of past projects there as well?

The attachments are not included in the 10 page count for the proposal. The Debarment, Performance, and Non-Collusion Certification form is required. Additional attachments, such as examples of past projects may be included at the discretion of the bidder.

Are you able to provide any insight into range of funding available for this campaign?

See the answer to the above question, "What is the anticipated budget for the entire campaign?"

What has your historical ratio been related to the number of referrals needed to gain a singular registered participant?

The board has never engaged in a mass marketing campaign. Any historical ratio would not apply to this campaign. Referrals from partnering agencies and institutions have fueled enrollment. A referral from a partner who has already had a conversation and built a relationship with a youth would be a very different ratio from a mass marketing effort. This is new territory for the board and its provider.

Will you be able to share past marketing efforts including creative, distribution channels, and total ad spend?

There are no past marketing efforts. Occasionally, the service provider has developed flyers to explain programs. But these have all been done in house.

What was the total of the grant donation allowing for this work?

See the answer to the above question, "What is the anticipated budget for the entire campaign?"

For the focus will the agency be required to find the participants as well as execute on the research?

I assume you are referring to the focus groups. See the answer to the above question, "Will focus groups be provided or does the agency have to develop these focus groups?" As for "execute on the research," I am hopeful the information gleaned from the focus groups will influence the creative development for the project.

Roughly how many workforce service staff members will participate in the workshop?

100

How do you imagine the agenda for the day to run? (Example: 'Ted Talk' versus a collaborative brainstorm)

The board and its partners will develop and execute the agenda. The contractor will identify and pay for a space and lunch for 100 people in a central location.

Will the same workforce service staff members be available for initial project survey and research for strategic alignment?

I assume you are referencing the people who will attend the workshop. The workshop will be geared toward programs and services, and the potential for collaboration, beyond the scope of this campaign, which is geared toward youth. However, if you have information you are seeking that would help target youth, the board could send out a survey on your behalf.