

To: Potential Bidders

From: NPWDB, Inc. Board of Directors

Date: May 28, 2025

Re: Solicitation of Request for Proposals (RFPs) for Marketing/Outreach Plan to Promote the NPWDB, Inc.'s American Jobs Centers' funded Programs, Services, and Activities.

The Northern Panhandle Workforce Development Board, Inc. (NPWDB, Inc.) is soliciting Request for Proposals (RFPs) for a vendor to Develop a Marketing/Outreach Plan to Promote American Job Centers' Programs, Services, and Activities. The Northern Panhandle region includes: Hancock, Brooke, Ohio, Marshall, Wetzel and Tyler counties and the cities of Wheeling and Weirton.

A vendor can contact the NPWDB, Inc. office at (304) 231-1170 to request a copy of the RFP be mailed to them or pick one up at the NPWDB, Inc. office, located at 1245 Warwood Avenue, Wheeling, WV 26003 between the hours of 8 A.M. to 4 P.M., Monday-Friday. A vendor can also download the RFP from the NPWDB, Inc.'s website. The website is <http://www.npworkforcewv.org> and click on the Request for Proposal page and select the appropriate one to open it.

All RFPs are due to the NPWDB, Inc. by no later than 4:00 P.M. on June 11, 2025. Only completed RFPs will be accepted for review by the NPWDB, Inc. RFPs can be sent via email to [gsaffell@npworkforcewv.org](mailto:gsaffell@npworkforcewv.org), and copy [ekittle@npworkforcewv.org](mailto:ekittle@npworkforcewv.org) or by mail to NPWDB, Inc, 1245 Warwood Avenue, Wheeling, WV 26003 by the deadline date.

*The NPWDB, Inc. is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.*

*One hundred percent (100%) of funds used to support this project are being provided under the Workforce Innovation and Opportunity Act of 2014 (WIOA) through the U.S. Department of Labor.*

**REQUEST FOR PROPOSAL**  
**FOR**  
**DEVELOPMENT OF A MARKETING/OUTREACH PLAN TO PROMOTE**  
**NPWDB INC.'S AMERICAN JOB CENTERS' PROGRAMS, SERVICES, AND ACTIVITIES**

**OVERVIEW**

The NPWDB, Inc. administers and manages Workforce Innovation and Opportunity Act (WIOA) funding. This federal funding is for employment-training and workforce development efforts in the Northern Panhandle of WV, including the counties of: Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler. There are three (3) American Job Centers (aka: One Stop Centers) in the region that provide universal access to an integrated array of programs, services, and activities so that employees, job seekers, and employers can find the services they need.

Targeted Customers include: Economically disadvantaged (low-income) adults and youth who have barriers to employment; Displaced Workers; Veterans; Individuals with disabilities; and employers located in the Northern Panhandle of WV.

Our Goals are:

- 1). To increase enrollment of WIOA eligible adults, dislocated workers, and youth participants into training programs, such as: Individual Training Accounts, Pre-Apprenticeship and Apprenticeship programs, On-the- Job training programs, transitional job programs and employment opportunities.
- 2). To increase enrollment of WIOA eligible youth into post-secondary education, employment opportunities and other year-long programs and services.
- 3). To encourage area employers to access available employer programs and services so they can better meet their workforce needs.
- 4). Promote Job Fairs and other special American Job Center events and functions.
- 5). Build a website for the NPWDB, Inc. that is user-friendly and to increase participant traffic.
- 6). Promote an electronic referral system (the STAR Electronic Referral System) to increase the number of clients using the system to their advantage.

## **DELIVERABLES**

1. Technical support to define, design, and create messages to targeted customer groups;
2. Develop and implement a comprehensive one (1) year Marketing/Outreach plan to accomplish all goals listed above, for the period July 1, 2025 to June 30, 2026. The budget must include all vendor fees and media/outreach buys;
3. Complete Website creation and management;
4. Complete creation of social media ads, posts, and management;
5. Creation of outreach material and strategy for the STAR Electronic Referral System;
6. Design and print flyers, pamphlets, brochures, etc.;
7. Video and print ads for social media, billboards, radio, and TV, etc.;
8. Purchase and manage all media buys;
9. Develop media opportunity strategies for the client to access “free” outreach like: talk shows, press releases, interviews, chamber of commerce/business organization speaking events, newsletters, etc. and;
10. Develop a plan to evaluate results and provide feedback to the NPWDB, Inc. on a quarterly basis.

## **CONTRACT PERIOD**

The NPWDB, Inc. will award a one (1) year contract from July 1, 2025 – June 30, 2026. The contract may be extended for up to three additional years, in one year increment contract periods, depending upon overall performance of the selected vendor and/or funding availability.

## **WHAT TO INCLUDE IN YOUR PROPOSAL**

1. A brief description of your company's qualifications for providing marketing/outreach services under the heading of **DELIVERABLES**. The description narrative should not exceed six (6) pages. Your total proposal submission cannot exceed a total of twenty (20) pages, excluding attachments. Pages must be numbered and correspond with a table of contents.

Three (3) copies of the proposal must be submitted. At least one (1) proposal must be an original, with original inked signatures. It should be marked "Original Signatures" in the upper right corner of the proposal.

2. Describe your company's methodology for successfully carrying out the Deliverables.
3. Describe your company's qualifications and experience with providing marketing/outreach services. Knowledge of, or experience, with WIOA programs is desired, but not necessary.
4. Identify the individual who will be the lead contact for the vendor. Please provide his/her name, title, contact information and experience bio.
5. Provide a price quote that contains the hourly rate for requested services. Hourly rates should be inclusive of all vendor charges, such as: costs for travel, preparation, office support, etc.
6. Provide the names and contact information of three (3) references (clients).
7. Describe any technical support that will be used to define, design, and create messages to our targeted clients.
8. Identify methods and strategies to be implemented that will expand social media connections and produce greater message outreach for the American Job Centers.
9. Describe all purchased media buys. Describe the plan to manage media buys.
10. Describe media opportunity strategies to be identified for "free" outreach.
11. Describe how you will evaluate results and traffic flow to provide feedback to the NPWDB, Inc. on a quarterly basis.

## **RFP DUE DATE**

All RFPs are due to the NPWDB, Inc. by no later than 4:00 P.M. on June 11, 2025.

Only completed RFPs will be accepted for review by the NPWDB, Inc. RFPs can be sent via email to [gsaffell@npworkforcewv.org](mailto:gsaffell@npworkforcewv.org), and copy [ekittle@npworkforcewv.org](mailto:ekittle@npworkforcewv.org) or by mail to NPWDB, Inc., 1245 Warwood Avenue, Wheeling, WV 26003 by the deadline date.

## **OTHER IMPORTANT INFORMATION**

- Using the enclosed Evaluation Rater Form, RFPs will be evaluated by the NPWDB, Inc. staff and One Stop and Executive Committee Members of the NPWDB, Inc. Board of Directors.
- A vendor can contact the NPWDB, Inc. office at (304) 231-1170 to request a copy of the RFP or pick one up at the NPWDB, Inc. office, 1245 Warwood Avenue, Wheeling, WV 26003 between the hours of 8 A.M. to 4 P.M. Monday-Friday. A vendor can also download the RFP from the NPWDB, Inc.'s website. Go to <http://www.npworkforcewv.org>; Click on the Request for Proposal page and choose the appropriate RFP.
- If a vendor would like to meet with NPWDB, Inc. staff to discuss the requirements of this RFP, they are to contact the NPWDB, Inc. office at 304-231-1170 by no later than 12:00 P.M., Monday, June 2, 2025.
- Costs for developing a proposal are solely the responsibility of the vendor. The NPWDB, Inc. will not provide reimbursement for costs associated with the proposal.
- The NPWDB, Inc. will not be responsible for funding an RFP in whole or part. The NPWDB, Inc. reserves the right to negotiate terms of any or all parts of the RFP approved for funding.
- It is the vendor's responsibility to remove all personal confidential information (such as home addresses and social security numbers) from any materials submitted.

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