

Responses to Questions Regarding RFP Marketing and Outreach February 14, 2017

1. Does the contract for \$75,000 budget include all professional services as well as funds for creative and media? Or are there separate budgets set aside for creative and media execution and the contract budget is just for professional services? Some State contracts we have handled in the past have set up the service needs separately so we wanted to clarify how this was to be interpreted in the RFP.

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1. Does the \$75,000 budget include all research, planning for the six-month campaign, ad spend for the campaign, development of campaign creative assets, and campaign monitoring/reporting?

The \$75,000 is meant to be all inclusive for the next six months. However, we will be expecting our consultant to make recommendations for implementation beyond the six month period and we will consider these recommendations when we establish our budget for the next fiscal year.

2. The RFP identifies three (3) target audiences: employers, jobseekers and youth transitioning into the workplace. Do you have an approximate distribution of resources in mind for these audiences? Put another way, how do these audiences rank in terms of priority for this brand awareness campaign?

While all are a priority, our most pressing current concern is that due in part to our improving economy we have fewer job seekers (both youth and adults) seeking our services. We are finding it particularly difficult to reach those workers who have dropped out of the job market, those who have been unemployed for significant periods, and transitioning youth. We have employers looking for workers, but frequently we don't have appropriate individuals to refer to them. While we do need assistance developing effective messaging to employers, we expect that most of our limited marketing budget will be targeted to job seekers.

3. Do you have any existing contracts for advertising or marketing? If so, what are they and are they in addition to the \$75,000 budget indicated in the RFP?

We do not have any existing contracts for marketing and advertising.

4. What creative assets does Michigan Works! Southeast currently have?

We have a full-time communications manager and a part-time social media intern.

5. Is it possible to get information about Michigan Works! SE's current promotional objectives, strategy and tactics at this point, so we can be familiar with them as we build our proposal?

We do not have anything in writing at this time.

6. Is it possible to get information about the new marketing objectives that are outlined in the forthcoming Strategic Plan at this point, so we can consider them as we build our proposal?

The plan is not completed at this time. However, attached is a draft of the Mission, vision, values, objectives and key strategies.

7. The RFP mentions the desire for a lead-capture system as part of this campaign – can you share any more information about your vision for this?

The intent is to have some system to generate more job seeker traffic in our service centers. Any approach that accomplishes this would be acceptable.

8. Does Michigan Works! SE have any existing databases/resources that could contribute to the research on the labor market and employers of the five different counties?

Yes, we use a Customer Relationship Management system to track both employer and job seeker engagements with our staff, and we track job seeker customers through a state reporting system. Both systems contain information which would assist with research. Additionally, our strategic planning consultant conducted surveys and focus groups of stakeholders, including job seekers and employers. This information will also be available. Michigan Works! Southeast also has access to local and regional labor market information and surveys which would be available to the successful bidder.

9. In addition to the 3-5 page proposal requested in the RFP, can we submit a creative portfolio that visually demonstrates our relevant experience?

It is acceptable to provide additional information, but we suggest that bidders keep this information to a minimum. Bids will be evaluated and rated by volunteer board members and we want to use their limited time effectively. In the past we have noted that reviewers did not appreciate it when bidders included large amounts of additional material with their responses. We expect that the review process will include an interview with finalists where it would be appropriate to provide a creative portfolio and discuss how those materials relate to this project.