



## **Request for Quote: Outreach for New and Emerging Workforce**

### **Section 1 – Introduction and Project Overview**

Anne Arundel Workforce Development Corporation's (AAWDC) mission is to develop and deliver an innovative, effective workforce delivery system that is aligned with the economic and educational goals of Anne Arundel County. AAWDC's regional initiatives bring together workforce partners across central Maryland to support the economic and workforce goals of the region.

AAWDC seeks a digital outreach strategy and product for the new and emerging workforce ages 18-24 to enroll in AAWDC's YouthWorks! initiative. Actual implementation will be done by AAWDC's Communications Coordinator. AAWDC's YouthWorks! provides year round and summer initiatives that provide career exploration, job readiness skills, life skills, occupational training, professional certification, and career placement assistance to eligible County youth and young adults.

### **Section 2 – Submission Information**

All quotes must be received by 4:30pm on January 3, 2017 to [sross@awdc.org](mailto:sross@awdc.org). All documents must be in a .pdf, .doc, or .xls file.

Costs for this project will be funded through dollars that AAWDC receives from the Workforce Innovation Opportunity Act grant. AAWDC anticipates making one award up to \$12,000.

### **Section 3 – Scope of Work and Deliverables**

AAWDC seeks quotes from firms\* to build a digital outreach strategy and products to promote AAWDC's YouthWorks! initiative that will result in at least 60-75 enrollments into the initiative by March 10, 2017. Actual implementation will be done by AAWDC's Communications Coordinator. AAWDC expects the campaign to begin in mid-January 2017 and end at on March 10, 2017.

AAWDC anticipates successful responders will:

- Develop digital strategy to include:

\*Eligible firms will be in good standing with the State of Maryland and not be barred from receiving federal funds according to [Sam.gov](http://Sam.gov)

- Core Messaging
- Social Media Components
- Pay per Click Ads

#### **Section 4 – Quote Requirements**

All quotes should include the following:

- An outline of digital strategy with an estimated timeline
- Description of who will be assigned to work on the project
- A budget with a breakdown of costs
- Contact information of the organization point of contact for proposal and delivery purposes

After written quotes have been reviewed, discussions with prospective partners may or may not be required to clarify portions of the quote.

#### **Section 5 – Evaluation and Anticipated Schedule**

The quotes received will be fully reviewed by an evaluation committee. AAWDC reserves the right to negotiate with the selected providers on deliverables, scheduling, and budget issues. AAWDC shall not be obligated to accept the lowest quote submitted, but shall make awards in the best interest of the project.

Any questions pertaining to the scope of work should be directed to  
Susan Ross, Director of Workforce Innovation and Opportunity Initiatives, [sross@aawdc.org](mailto:sross@aawdc.org)