
REQUEST FOR PROPOSALS

AUGUST 4, 2008

ISSUED BY THE
EASTERN CAROLINA
WORKFORCE DEVELOPMENT BOARD, INC.

*SERVING CARTERET, CRAVEN, DUPLIN, GREENE, JONES,
LENOIR, ONSLOW, PAMLICO, AND WAYNE COUNTIES*



Issuance/Distribution Date: August 4, 2008

Submittal Due Date/Time: August 25, 2008

5:00 p.m. EST

THE EASTERN CAROLINA WORKFORCE DEVELOPMENT BOARD, INC., IS AN EQUAL
OPPORTUNITY EMPLOYER AND PROVIDER OF EMPLOYMENT AND TRAINING PROGRAMS.

Table of Contents

I.	Statement of Need	1
II.	Background Information	1
III.	RFP Conditions	2
	A. Due Date and Delivery Address	2
	B. Minimum Qualifications	2
	C. Right of Rejection	2
	D. Proposal Evaluation	2
	E. Contract Arrangements	3
IV.	Scope of Deliverables	3
	A. Proposed Content	
	B. Timeline	
V.	Proposal Instructions	4
	A. Letter of Transmittal.....	4
	B. Title Page.....	4
	C. Scope of Deliverables Narrative.....	4
	D. Proposal Cost.....	4
	E. Background and Experience	4

I. Statement of Need

The Eastern Carolina Workforce Development Board, Inc. (ECWDB) has determined that contracted professional staff assistance is necessary to develop an annual report and printed public awareness and outreach materials that tells their story in a way that is suitable for use with a general audience (donors, legislators, policy-makers, job-seekers and businesses).

Through the issuance of this Request for Proposal (RFP), the ECWDB is soliciting proposals from qualified individuals or entities with demonstrated expertise in the areas identified.

Respondents to this RFP should submit their proposal as outlined in Part V. Proposal Instructions.

II. Background Information

The Eastern Carolina Workforce Development Board (ECWDB) is a non-profit organization located in New Bern, North Carolina. It is the designated administrative/fiscal agent for the Federal and State workforce development funds appropriated by the North Carolina Department of Commerce to operate employment and training services in a nine county local area (Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties). A twenty-eight member board of directors governs the ECWDB in partnership with the local elected officials.

The ECWDB contracts its programs with reputable organizations throughout the nine counties who provide services in local JobLink Career Centers serving both the job/training seeker and the employer populations. Members of the ECWDB are appointed by the elected officials of their respective counties in accordance with criteria established by the Governor.

ECWDB membership includes representatives from business and industry, education agencies, economic development agencies, vocational rehabilitation, and labor organizations. Membership is drawn from individuals who have optimum policy-making authority from their organization.

The ECWDB's role is to ensure that the local workforce development system is business-driven and responsive to meeting the employment and training needs of both job seekers and employers.

The ECWDB:

- coordinates rapid response meetings with employers who are downsizing or facing a plant closure
- serves as a point of contact for business, industry and the public sector to identify solutions that address their workforce needs
- promotes strategies to encourage life-long learning and improve workplace skills
- assists in the development of new training programs to benefit the region's workforce
- conducts planning, oversight and evaluation of local workforce development programs to include the JobLink Career Center system
- offers advice regarding workforce policy and programs to local elected officials, employers, education and employment agencies, and citizens
- coordinates with economic development efforts to promote the region's availability of qualified workers
- reviews local agency plans and grant applications for workforce development to ensure coordination of services

Proposers are encouraged to visit the ECWDB's website at www.ecwdb.org to learn more about the ECWDB and its services.

III. RFP Conditions

A. Due Date and delivery Address

Responses to this RFP **must be received by the close of business (5:00 p.m. EST) on August 25, 2008.** Proposals received after the due date will be deemed non-responsive and will not be considered.

Proposal should be sent electronically, as well as one original proposal with original signature must be mailed to the attention of:

Tammy Childers, Executive Director
Eastern Carolina Workforce Development Board, Inc.
1341 S. Glenburnie Road
New Bern, North Carolina 28562

Written questions concerning this RFP may be addressed to Ms. Childers as noted above or by email at: childers@ecwdb.org. No telephone questions will be accepted. Any written questions received along with responses will be posted at www.ecwdb.org. No questions will be answered after August 18, 2008 at 5:00 p.m. EST. Should the need arise for corrections to the RFP, they will be posted at the www.ecwdb.org website.

B. Minimum Qualifications

In order for a proposal to be considered responsive, the following criteria must be met:

1. Received at the address and by the due date and time outlined above.
2. Include a transmittal letter stating that the person signing the letter is authorized to bind the accompanying proposal.

C. Right of Rejection

The Eastern Carolina Workforce Development Board, Inc. reserves the right to reject any proposals not meeting the minimum qualifications set forth in III. B. and to request additional information from all respondents. Any contract award will be made to the individual or entity, which in the opinion of the Eastern Carolina Workforce Development Board, Inc. is the most qualified. This Request for Proposal does not commit the Eastern Carolina Workforce Development Board, Inc. to award a grant.

D. Proposal Evaluation

Those proposals that meet the minimum requirements outlined in Part III. B. will be further evaluated on certain technical/cost criteria. The Selection Committee of the Eastern Carolina Workforce Development Board, Inc. will perform these evaluations.

▸ Technical/Cost Criteria (100 points maximum)

1. Experience and expertise of the respondent to provide the necessary functions, including the qualifications of individuals assigned to perform the tasks (50 points maximum).
2. Responsiveness and clarity of the proposal in stating an understanding of the required functions (25 points maximum).
3. Reasonableness of cost (25 points maximum).

A proposal must be evaluated as receiving 70 points or higher to be considered for contracting.

E. Contract Arrangements

The contract for deliverables for the successful bidder will begin on the date of contract execution and will end no later than December 15, 2008. The contract will include a termination clause allowing each of the parties to terminate the contract with a thirty-day notice.

Payment points will be negotiated with the successful bidder. Payments shall be for those functions described in Part IV. Scope of Deliverables. All expenses related to those functions outlined in the contracted deliverables will be the responsibility of the contractor, and will include, but not be limited to, postage, internet access, routine duplication of documents, travel, telephone, supplies, and taxes.

IV. Scope of Deliverables:

A. Proposed Content should include:

1. Use a workforce development lens to talk about how economic and demographic changes will result in more of the workforce being drawn from traditionally disadvantaged and underserved groups.
2. Highlight ECWDB's one stop model known as JobLink Career Centers that helps the disadvantaged adult, youth, and dislocated workers connect to the workforce.
3. Discuss an integrated service delivery network that blends education, work and social services.
4. Describe the clients and local businesses served by ECWDB.
5. Discuss ECWDB successes despite the declining federal resources.
6. Summarize the kinds of barriers faced by clients.
7. Highlight ECWDB's growing success in collaborating with other organizations to serve customers who are considered the most marginalized.
8. Highlight ECWDB's quantifiable outcomes.
9. Discuss the "winners" from ECWDB's approach. A) Job seekers and students who have improved their quality of life through education and employment; b) businesses who have gained good workers; and c) how our local economy becomes more productive and resulting in lower social costs.

B. Timeline:

First Deliverable Due October 30, 2008: A short document that uses data to craft a narrative report that tells the ECWDB story and highlights the program's effectiveness. The goal is to craft a document that describes ECWDB's work and successes in a way easily grasped by a general audience.

Second Deliverable Due November 30, 2008: A companion brochure document that describes the Eastern Carolina Workforce Development Board, Inc. and services available to both job-seekers and local businesses.

Final Deliverables Due December 15, 2008: Completed documents ready for print.

Note: Ownership of all data, material, and documentation originated and provided through the contract deliverables shall belong exclusively to the Eastern Carolina Workforce Development Board, Inc.

V. Proposal Instructions

Respondents to the RFP must submit one electronic proposal and one (1) with original signature, with the following items:

A. Letter of Transmittal

The letter of transmittal must identify the proposer as a consultant or legal registered business. The letter should reflect that the proposer has an understanding of the purpose of the RFP and the work to be performed. The transmittal letter should also state that the individual signing the letter is authorized to bind the accompanying proposal.

B. Title Page

A title page should indicate the name of the proposer's firm or individual's mailing address, telephone number, name of contact person, and date of submission.

C. Scope of Deliverables Narrative

The proposer shall provide a narrative description of how the deliverables would be provided as described in Part IV. above. This narrative should indicate to the evaluation committee that the respondent understands the scope of the deliverables that are to be provided for the Eastern Carolina Workforce Development Board, Inc.

Proposer should provide examples of past work that demonstrates expertise and quality of work. The proposer may also wish to provide a description of additional areas of expertise that would enhance their selection by the Selection Committee.

D. Proposal Cost

The proposer shall provide a narrative detailing the fee to be paid for delivery of the deliverables as set forth in the Request for Proposals.

E. Background and Experience

Resumes should be included as an attachment. The resume(s) should include educational qualifications, previous work experience, work experience in the employment and training field, knowledge of the N.C. Workforce Development Network, and any other pertinent qualifications that would enhance the selection of the proposer.