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LIEUTENANT GOVERNOR



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STATE OF HAWAII
WORKFORCE DEVELOPMENT COUNCIL
830 Punchbowl Street, Suite 417, Honolulu, Hawaii 96813
Phone: (808) 586-8630 Web: <http://labor.hawaii.gov/wdc/>

REQUEST FOR PROPOSAL OUTREACH AND BRANDING SERVICES

BACKGROUND

The Workforce Development Council (WDC) is responsible for administering and implementing the Federal Workforce Innovation and Opportunity Act of 2014 (WIOA). The Federal law is a landmark legislation designed to strengthen and improve our nation's public workforce system, for adults, dislocated workers, youth and those with significant barriers to employment, into in-demand jobs and careers, and helping employers hire and retain skilled workers. The WDC has been designated by the Governor to administer and implement WIOA in Hawaii. (WIOA Public Law 113-128 <https://www.gpo.gov/fdsys/pkg/PLAW-113publ128/pdf/PLAW-113publ128.pdf>)

The WDC receives Federal funds for Title I, which is adult, dislocated worker and youth program services. By Federal formula, funds are allocated to each of the local Workforce Development Boards (WDBs) on Oahu, Kauai, Maui and Hawaii County. The WDBs procure a manager and select organizations to provide front-line services to eligible adults, dislocated workers and youth at the American Job Centers (formerly known as the One Stop Center). The WDC uses Title I funding to prepare low-income adults, youth and dislocated workers for employment, and help them continue to build skills once they are employed.

The WDC, in collaboration with core and mandatory partners, the WDBs, stakeholders and community, developed the WIOA Hawaii Unified State Plan and agreed upon a common vision that "all employers have competitively-skilled employees, and all residents have sustainable employment and self-sufficiency." The WDC core partners are the Title II Department of Education Adult Education, Title III Wagner-Peyser employment services program, and Title IV Department of Human Services Division of Vocational Rehabilitation. The WIOA Hawaii Unified State Plan details WDC mandatory partners and Hawaii's efforts to improve the delivery of employment services. The WIOA Hawaii Unified State Plan link: <http://labor.hawaii.gov/wdc/reports/>.

The U.S. Department of Labor (USDOL) says the workforce should strive toward three hallmarks of excellence:

1. The needs of business and workers drive workforce solutions, and local boards are accountable to communities in which they are located;

2. American Job Centers provide excellent customer service to job seekers and employers, and focus on continuous improvement; and
3. The workforce system supports strong regional economies and plays an active role in community and workforce development.

The Federal WIOA law allows for employers to project industry job positions and careers that are available or will become available to skilled workers, and gives them a greater voice in guiding pathways to build careers. Through discussions with the private sector members who serve on the WDC Board, common comments that indicate the need for public awareness in the state workforce system include, but not limited to:

- 1) Employers do not know about the American Job Centers and its services;
- 2) Job seekers and employers are not aware that HireNet is a free statewide job board that is a viable resource to find qualified employees;
- 3) Businesses generally do not know what the WDC is and its role in workforce and economic development;
- 4) Need better guidance on the new Federal identifier and logo for the American Job Center (see Federal logo and specifics of use: https://www.dol.gov/ajc/ajc_style_guide.pdf Attachment A);
- 5) Need to develop a new logo/identifier for the WDC (see current logo/Attachment B);
- 6) Need to develop materials that clearly informs and educates employers and job seekers of the WDC and the services at the American Job Centers; and
- 7) Need strategies and a plan to enhance the public presence and awareness of the WDC and the American Job Centers.

SCOPE OF SERVICE

The WDC seeks the services of a consultant to develop an outreach plan specific to businesses that includes the development of an outreach and branding plan, to include but not limited to identity (graphic presentation of brand) for the WDC and the Hawaii workforce services delivery system.

The successful consultant will provide the following services:

Provide a detailed assessment of the workforce system's perceived identity at all points of public contact, including on-line and local American Job Centers. This may be accomplished through a survey.

Review other Hawaii brands for leveraging opportunities.

Develop a process for maintaining brand consistency within the system as programs, products and services are added, deleted, or modified.

Provide at least three concepts for branding identity for the WDC to include in logos, slogans,

graphic design treatments for signage, printed materials, etc. suitable for both physical and virtual on-line usage.

Provide a brand-users guide in PDF format that describes how the identity is to be appropriately applied. The guide should identify both correct and incorrect uses of the identity and include appropriate illustrations. Examples should demonstrate local adaptation of the brand and application of the identity elements in a variety of applications from print materials to electronic communications.

Provide a brand rollout plan to include, but not limited to, social media promotion, news releases, newsletters, flyers, brochures, public awareness campaign and other outreach activities. This plan should include a proposed schedule, list of activities, materials, and estimated costs, etc.

Report regularly in-person at meetings of the Employer Engagement Committee and the WDC Board, as needed, to provide project updates.

DELIVERABLES

All deliverables shall be provided in both hard copy and PDF formats, unless noted otherwise:

- Outreach plan to employers and businesses;
- Identity assessment;
- Brand maintenance process;
- Branding identity concepts;
- Brand rollout plan;
- Users Guide (PDF format only);
- Monthly reports (written detailed narrative of status of project); and
- Attendance with update reports at Employer Engagement Committee and WDC Board meetings.

QUALIFICATIONS AND PROPOSAL

Selection of the consultant will be based on qualifications, the proposed scope of services and proposed fee.

To be considered responsive, an electronic version of the proposal must be emailed to **DLIR.Workforce.Council@Hawaii.Gov** and signed by a member of the firm with contracting authority by June 12, 2018 no later than 4:30 p.m.

The proposal must include the following items in order:

1. Cover letter (2 pages maximum)

2. History of firm and description of services offered (2 pages maximum)
3. List of clients (1 page maximum)
4. Project team (5 pages maximum)
 - a. Team organization chart
 - b. Project manager resume
 - c. Key team member resumes
5. Experience on similar projects (4 pages maximum)
6. Detailed scope of services, based on scope listed in this RFP (5 pages maximum)
7. Proposed timeline, including major milestones and meetings (2 pages maximum)
8. Proposed fee, to be presented as a lump sum and shall include all fees for services and expenses
9. References (2 pages maximum)
10. Additional materials (no page limit)

SELECTION PROCESS

Selection committee shall consist of members of the Employer Engagement Committee who will review and score proposals.

Should the selection committee need clarification, the top three rated firms will be interviewed by the committee.

The Chair of the Employer Engagement Committee will make a recommendation to the Executive Committee for approval and report to the WDC Board.

Firms may not contact members of the selection committee at any point during the selection process.

EVALUATION CRITERIA

Selection committee will score each proposal based on the following criteria with the corresponding total points for each criterion, for a total of 100 points.

CRITERION	POINTS POSSIBLE
Firm Experience – the firm’s experience includes similar projects for outreach and branding of a government service (particularly workforce, education or economic development), or other complex systems, etc.	20
Project Manager and Project Team – the point person assigned to manage the project has experience working with similar clients on similar projects; and staff assigned to the project have	15

experience with similar or complex projects, and is represented by a variety of disciplines required to fulfill scope.	
Innovation/Creativity – firm, project manager and team demonstrate creativity and innovation in past experiences.	20
Project Approach – consultant is responsive to the scope and demonstrates an approach that improves upon the written scope. Consultant proposes a reasonable timeline for completion of the proposed scope of services.	20
References – listed references provided positive feedback about their experiences with the firm and would use the consultant again.	10
Cost - Proposed fee for services is within budget and reasonable for the scope of the project.	10
Hawaii Compliance Express - must be in good standing with the State of Hawaii and registered with the Hawaii Compliance Express. (https://vendors.ehawaii.gov/hce/splash/welcome.html/)	5
Total Possible Points	100

ADDITIONAL INFORMATION

Period of Contract: June 25, 2018 – March 31, 2019
It is anticipated that work should be completed within 6-9 months.

Budget: Not to exceed \$100,000
Fee proposals exceeding \$100,000 will be considered non-responsive.

Date RFP Issued: Wednesday, May 30, 2018

Deadline to Submit RFP: Tuesday, June 12, 2018 no later than 4:30 p.m.

Email Proposal To: DLIR.Workforce.Council@Hawaii.Gov

ATTACHMENT A



GRAPHIC STYLE GUIDE FOR PARTNERS



UNITED STATES DEPARTMENT OF LABOR

DISPLAY FONTS & COLORS

CAMPAIGN FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Frutiger Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO TYPE TREATMENT

american**job**center®

Generic

american**job**center®
CALIFORNIA

State-specific

State name typed in Frutiger Black in lower case initial caps; state name only; state name justified right

CAMPAIGN COLORS



PMS 661
100C 88M 9Y 0K
47R 66G 142B
#2f428e



PMS 1797
14C 100M 92Y 4K
173R 37G 49B
#ad2531

LOGO

CAMPAIGN LOGO

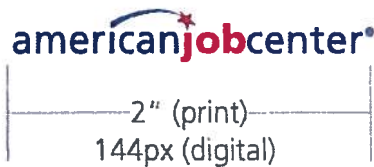


Full color logo:
For use on white backgrounds only



Knock-out logo:
For use on solid campaign color backgrounds
(see page 3). Knock out always to be at 100%.
Logo never appears transparent.

MINIMUM SIZE REQUIREMENTS



Recommended minimum size

LOGO CLEARSPACE



The logo requires one "o" shape of
clearspace on all sides

FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

PRINT FILES



PRINT COLLATERAL LOGO

.EPS / .JPG / .PNG / .TIF

COLOR & B&W / FOR WEB & PRINT



PRINTED POSTER (SCALABLE TO SIZE)

.DOCX / .JPG / .PDF / .PSD

AJC-ONLY / PARTNER / INSTRUCTION SHEET

WEB FILES

A proud partner of the AmericanJobCenter[®] network



WEB BANNERS

468 x 60 / 728 x 90

HORIZONTAL & STACKED



WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125

STACKED

FILES AVAILABLE FOR DOWNLOAD

IMAGE

FORMAT / DIMENSIONS

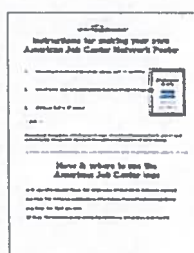


PRINT COLLATERAL LOGO

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COLOR & B&W / FOR WEB & PRINT

PRINT FILES



PRINTED POSTER (SCALABLE TO SIZE)

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WEB BUTTONS

120 x 60 / 120 x 90 / 125 x 125

STACKED

WEB SITE BANNER GUIDANCE



WEB BANNER/BUTTON POSITIONING OPTIONS

144px MINIMUM DIMENSION

TOP SIDE BOTTOM





WORKFORCEDEVELOPMENT
COUNCIL

