



Indiana
Workforce
Board
Alliance

Regional Expertise. Statewide Transformation.



NOTIFICATION FOR REQUEST OF PROPOSALS

Provision of
GOVERNMENT RELATION SERVICES

The Indiana Workforce Board Alliance (IN-WBA) is seeking a qualified and experienced organization or individual to establish and manage our Government Relations Program.

Issued February 18, 2022

Proposals must be received no later than March 18, 2022

Contract Period:

RFP#2022-002

IN-WBA/EmployIndy
PNC Center 101 W. Washington St., Suite 1200.
Indianapolis, IN 46204
(317) 639-4441

The Indiana Workforce Board Alliance (IN-WBA) and the 12 individual Local Workforce Development Boards (LWDB) comprising membership are equal opportunity employers/programs. Auxiliary aids and services are available upon request to individuals with disabilities.

Part I: Background

The Indiana Workforce Board Alliance (IN-WBA) is a statewide association of local Workforce Development Board members and staff. The Alliance is led by the Board Chairs and the Board Executives of the State's twelve (12) Local Workforce Boards. Local Workforce Development Boards are unique public/private partnerships that bring together local elected officials, private sector leaders, public agencies, education, labor, and community-based organizations to focus on local workforce development and related community issues. There are more than 200 local board members across the State.

IN-WBA brings value to all regional workforce development boards in Indiana by acting as a collective body on behalf of its members and providing inter-regional support. As of result of the work of INWBA members, employers, job seekers and workforce development boards in Indiana have greater access to resources and support to help regional economies thrive.

IN-WBA was incorporated to:

- Serve as a key thought partner to workforce decision makers;
- Operate as a state-wide clearinghouse that shares the values, accomplishments and needs of local workforce development boards and talent development efforts;
- Share knowledge and best practices between regions, with state agencies and with other workforce board associations; and
- Provides resources to benefit all members and regional economies.

Part II: Government Relations Program Overview

As a non-profit organization, IN-WBA is not seeking to establish a formal lobbying program. However, with statewide reach, highly respected members representing business, labor and local government leaders, and broad local connections, IN-WBA could collectively have considerable impact on policy development.

The IN-WBA Board of Directors has authorized development of a government relations program that includes four components:

1. Development of a resource and relationship map that provides a view of connections between IN-WBA member networks and state level policy makers and influencers.
2. Coordination of meetings, conversations, and briefings as appropriate with local and state level policy makers and influencers.
3. Monitoring of key policy developments that would impact IN-WBA members. The members need regular updates on developments to evaluate impact and the need for additional involvement.
4. Targeted efforts to influence issues of critical importance to the membership. Guidance on effective involvement and influence of IN-WBA members would also be required.

IN-WBA has a limited budget and is engaging in government relations on a trial basis for the first time. The Board will evaluate the effectiveness and return on investment to consider continuation and/or expansion. We estimate funding available for a twelve (12) month period between \$20,000 and \$40,000 with an option for renewal on an annual basis.

Part III: Proposal Requirements & Content

Please provide a brief response to each of the follow sections (the four program components) and include supporting documentation with your submission where requested.

Activity 1: Development of a resource and relationship map.

1. Describe how you would go about developing a resource and relationship map.
2. What platform will the map be developed on and how will it be maintained and updated?
3. Describe your experience developing and using a similar product.

Activity 2: Coordination of meetings, conversations, and briefings.

1. Describe how your firm would support IN-WBA's outreach efforts with key stakeholders and policy makers. Provide details of the activities, staff and frequency envisioned. Include suggestions on how to develop an effective, sustainable government relations effort.

Activity 3: Monitoring of key policy developments that would impact IN-WBA members.

1. Describe your knowledge and experience conducting similar work.
2. Describe what practices you would undertake to assure all issues are tracked and identified.
3. Describe what methods you would use to update the IN-WBA board and its members.
4. Provide an example of an update you would prepare that includes assessment of impact and calls to action. What methods would you use to communicate these updates?
5. What is the expected turnaround time from the initial policy issuance to the IN-WBA update?

6. How would you engage IN-WBA and its members in assessment of the impact and determination of appropriate actions?

Activity 4: Targeted efforts to influence issues of critical importance to the membership in the 2021-2022 State Legislative session.

1. Describe how you would evaluate issues to determine priorities for these efforts.
2. Describe your firm's role in this activity.

Budget

Please provide a detailed cost proposal to support the services described above, including all specified activities and associated costs and expenses requiring reimbursement. Consider the available resources outlined above.

References

Please provide at least two Client References, including company or organization name, contact staff name, telephone number and email address.

Cover Page

A submission Cover Page must be signed by an individual authorized to represent the organization, to act on its behalf and to legally bind it in all matters related to the RFP and returned with the proposal.

Part VI: Administrative Detail

Proposal Review Process

Proposals and respondent presentations (if requested) will be evaluated by the IN-WBA Board, whose decision will be final.

Proposal Submission

Beginning Friday, February 18, 2022, the RFP will be available to download from the EmployIndy website: www.employindy.org. If you are unable to download from the RFP, please contact Sara Phillips at sphillips@employindy.org.

Applicants must submit one (1) electronic copy of response. Please note that EmployIndy and INWBA will not reimburse vendors for any costs they incur in developing their response.

All responses should be submitted no later than 11:59 p.m. EST, Friday, March 18, 2022, at <https://employindy.org/contractopp>.

Resource Documents

- Submission Cover Page