

Indianapolis Private Industry Council Inc. d/b/a EmployIndy
Indiana Workforce Development Region 12 (Marion County)



NOTIFICATION OF REQUEST FOR PROPOSALS

Provision of:
EmployIndy Digital Media Strategy

Issued June 24th, 2024

**Proposals must be received no later than
5pm ET Friday, July 12th, 2024**

RFP# 2024-002

EmployIndy
PNC Center
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EmployIndy, its programs and contract service providers are Equal Opportunity employers/programs.
Auxiliary aids and services are available upon request to individuals with disabilities.

Introduction

EmployIndy guides the local workforce ecosystem and makes strategic investments to promote equity and remove barriers to quality employment for underserved and underrepresented residents. Our vision is for all Marion County residents to have access to services and training necessary to secure a livable wage and grow in a career that meets employer demand for talent. As the workforce development board for Marion County, guided by 24 business, civic, education and nonprofit community leaders, EmployIndy invests over \$20 million in public, private and philanthropic funds for both youth and adults annually.

To prioritize operational efforts, effectively allocate resources, and drive impact, EmployIndy has identified four Strategic Goals that will guide our work across four organizational interventions:

- Goal 1: Elevate implementation of high-quality initiatives for individuals and employers to succeed in a rapidly changing 21st Century economy.
- Goal 2: Build capacity among ecosystem partners to ensure quality services through training and support across Marion County.
- Goal 3: Utilize data to prioritize equity among interventions in the workforce development ecosystem that lead to economic mobility.
- Goal 4: Promote and support systems change to ensure an enabling environment that promotes success in the education through workforce pipeline.

To guide our work in achieving these goals, our strategic plan focuses on four primary interventions that we know make a difference for our participants' economic prosperity and our partners' impact on the community:

- **Career-Connected Learning** : Prepares students for success in the 21st-century economy by providing real-world work experiences with local businesses to inform career choices and build skills.
- **Coaching + Training**: As the economy evolves and businesses grow to require workers with additional specialized skills, postsecondary training is a necessity for most workers. Coaching helps students and jobseekers navigate options and persist through completion.
- **Talent Connection**: As an intermediary, EmployIndy serves both workers seeking employment and businesses seeking workers. Individualized connection services create efficiencies in the job-placement process, offering assistance to ensure the best fit for both parties.
- **Good Jobs**: Businesses will be competitive and thrive in the global marketplace when they invest in job quality and wage equity practices in collaboration with the workforce ecosystem to provide high-quality experiences for their workers to prosper.

EmployIndy stands against all forms of racism – systemic, individual, and structural – as an anti-racist organization. EmployIndy, its programs and contract service providers are Equal Opportunity employers/programs. Auxiliary aids and services are available upon request to individuals with disabilities.

Statement of Purpose

EmployIndy is soliciting proposals to conduct a comprehensive analysis of existing digital media across various programs to inform a new digital strategy and develop a new primary website for the organization. The analysis should evaluate existing EmployIndy digital (web + social) platforms to understand the purpose, goals, and needs of each initiative and or program of the organization. The digital strategy recommendation should have an emphasis on consolidation of websites + social based on EmployIndy's strategic and messaging priorities, as well as goals and strategies for each individual initiative and or program. The development of a new website(s) for EmployIndy properties is also needed to align with the updated digital strategy recommendation, the current strategic plan, and the lack of an updated primary website since 2017. Through this project EmployIndy would like to gain clarity and simplification of the umbrella brand, and its secondary initiative and program brands, through consolidation and elimination of some platforms where an individual presence may no longer be necessary.

Furthermore, in an effort to consolidate our website hosting and maintenance, the chosen entity would recommend a single website platform for all website properties as well as recommend sitemaps for each property (according to the strategy), develop website templates based on the approved sitemaps, and implement web design for each property. While photo/video content should not be included as part of the scope, the chosen entity will provide guidance and work in conjunction with the EmployIndy team to populate the templates with existing assets and identify content gaps. Ongoing website hosting and maintenance will be handled separately.

Project Overview

1. Conduct an analysis of EmployIndy's websites and social media accounts
2. Recommend a digital strategy
 - a. Include recommendation for social media account consolidation
 - b. Include recommendation for the website properties to exist within the EmployIndy website domain and those which may need to remain separate
3. Develop a new primary website for the organization, EmployIndy
 - a. Includes EmployIndy + any remaining properties that need to remain separate
 - b. Recommended platform to utilize across all websites
 - c. Recommended website structure/sitemap
 - d. Include website template development
 - e. Include content population on website templates in conjunction with EmployIndy Team

Project Goals

1. More clearly and concisely communicate what EmployIndy is, what EmployIndy does, and range of programs and initiatives
2. Better communicate our impact, utilizing more robust storytelling through videos, visualizations, etc.
3. Gain better visibility on web activity and performance to inform future integration of new content and or adaptation of existing content

Target Audiences

- Funders: federal, state, city, and private
- Ecosystem partners: employers, school administrators, community-based organizations, service providers

Goal Conversions

1. Increase brand awareness and understanding
2. Increase website engagement
3. Streamline web functionality

Technical Requirements and Considerations

- Content Management Software: EmployIndy team must have ability to make updates, so must utilize non-custom CMS as much as possible
- Existing Integrations: EmployIndy Ecosystem Map
- Third-Party Software Integrations
 - Paylocity for job postings
 - Mailchimp newsletter signups
- Accessibility
 - Include language (Spanish + Burmese)
 - WCAG Compliance

Project Background

Aside from EmployIndy's main website, EmployIndy has ownership of several programs and or initiatives that have their own social accounts, websites, domains, and platforms. In an effort to simplify our messaging and streamline the work being performed on our websites, we are looking to consolidate the number of websites in our portfolio and minimize the number of partners hosting and maintaining each website.

Currently, EmployIndy administers 12 initiatives under multiple domains and various platforms. As part of this project, the strategy will inform which websites remain separate from EmployIndy and which fold under the main website. Consolidation has already taken place across our social properties, but the digital analysis and strategy recommendation should include social as well. Information for each of EmployIndy's web and social properties follows.

Websites

Program	URL	Platform	Management
EmployIndy	http://www.employindy.org	WordPress	External Vendor
WorkOne Indy	https://workoneindy.com/	WordPress	External Vendor
Talent Bound	http://www.talentbound.org/	Weebly	EmployIndy
MAP	http://www.indymodernapprenticeship.com	WordPress	External Vendor
JAG	https://employindy.org/youth-services/jag/	EI Landing Page	EmployIndy
YES Indy	http://www.yesindy317.org	WordPress	EmployIndy
YouthBuild Indy	https://youthbuildindy.weebly.com/	Weebly	EmployIndy
JobReady Indy	http://www.jobreadyindy.org	Weebly	EmployIndy
Indy Achieves	http://www.indyachieves.org	SquareSpace	EmployIndy
Project Indy	http://www.projectindy.net	WordPress	External Vendor
Good Wages Initiative	https://employindy.org/goodwages/	WordPress	External Vendor
Choice Employers	https://employindy.org/business-partnerships/choice-employers/	EI Landing Page	EmployIndy

EmployIndy Website

Description: As a workforce intermediary, we proactively address the needs of businesses, job seekers, and communities by connecting and supporting partners to implement equitable, high-quality workforce development initiatives.

Audience:

- Funders: federal, state, city, and private
- Ecosystem partners: employers, school administrators, community-based organizations, service providers

Goals:

- Provide context for who we are and what we do
- Communicate our organizational priorities
- Communicate our impact
- Route users to engage or connect with our business partnerships team or the appropriate program

Needs:

- Communicate our mission, vision, values, and strategic plan
- Highlight our impact through data and testimonials/success stories
- Provide info for our leadership, board, partners, and funders
- Maintain Workforce Development Calendar for Indianapolis
- Capabilities to list contract opportunities and internal job listings
- Ability to post thought leadership pieces in blog format and create press release pages
- Solicit donations and newsletter signups

Analytics:

- 2023
 - 2,916 average monthly views
 - 5,800 average monthly events
 - 36s average engagement time

WorkOne Indy Website (must remain separate)

Description: WorkOne Indy provides connectivity between unemployed and underemployed job seekers and employers, serves workers dislocated by layoffs and changing industry needs, and provides informative career navigation and connection to local resources for advancing a promising career.

Audience:

- Job Seekers
- Employers looking to hire

Goals:

- Clearly communicate what WorkOne is and does
- Direct various audiences to a tailored experience quickly and clearly
- Connect them to the career navigation or employer engagement service they need

Needs:

- Provide resources for job seekers
- Provide resources for career navigators
- Direct people to unemployment and Indiana Career Connect

Analytics:

- 2023
 - 6,750 average monthly views
 - 12,916 average monthly events
 - 18s average engagement time

Talent Bound Website

Description: Talent Bound is EmployIndy's vehicle to provide the students in Marion County access to

authentic career-connected learning experiences, leveraging EmployIndy's network of engaged businesses to provide engaging activities that increase informed decision making and develop critical skills needed to succeed in the future of work.

Audience:

- Employers
- Schools and Students

Goals:

- Clearly communicate Talent Bound as a career-connected learning hub
- Provide examples of successful activity implementation by employers
- Get employers to engage/connect to the portal

Needs:

- Show various types of activities possible as part of the Talent Bound continuum
- Route people to appropriate actions quickly:
 - Contact an EI team member
 - Download flyer or toolkit
 - Sign up or sign in to portal

Analytics:

- 2023
 - 225 average monthly views
 - 516 average monthly events
 - 20s average engagement time

Modern Apprenticeship Program (MAP) Website

Description: Modern Apprenticeship (MAP) is a three-year program designed to prepare Central Indiana high school students for the workforce with paid, hands-on experience that complements their traditional coursework. Apprentices start in their junior year and pursue jobs in growing fields such as business, advanced manufacturing, and information technology (IT). Afterward, they can continue on to a college degree or jump right into the workforce.

Audience:

- Employers
- Schools and Students

Goals:

- Provide tailored experience for each audience (employers, students, schools)
- Utilize data + testimonial/success story to communicate impact
- Indicate strong business case for youth apprenticeships
- Get employers connected to the business partnerships team and engaged as MAP employers

Needs:

- Highlight benefits of youth apprenticeships through data and testimonial/success story
- Communicate key information / program details (length, supports, ROI, etc.)
- Route people to appropriate actions quickly:
 - School sign-up form
 - Employer inquiry form
 - Apprentice job portal

Analytics:

- 2023
 - 833 average monthly views
 - 2,583 average monthly events
 - 42s average engagement time

Jobs For America's Graduates Website

Description: Jobs for America's Graduates (JAG) is a state-affiliated program based on a national model, available to juniors and seniors in high school that teaches them resume building, career exploration, and creates available tools for students to explore different curricula. JAG's mission is to keep young people in school through graduation and provide work-based learning experiences that will lead to career advancement opportunities, or to enroll in a postsecondary institution that leads to a rewarding career.

Audience:

- Schools and Students

Goals:

- Communicate JAG program details + benefits
- Utilize data + testimonial/success story to communicate impact

Needs:

- Communicate EmployIndy's role in running JAG
- List participating schools
- Provide key data points from the last year (JAG 6 of 6)
- Share success story/testimonial

Analytics:

- 2023 – N/A

Youth Employment System (YES Indy) Website

Description: YES Indy provides quality career navigation services to opportunity youth (young adults ages 16 – 24 who have disengaged from secondary education or graduated but disconnected from the

workforce) both directly and in partnership with community-based organizations. We further support these partners by providing technical assistance, evidence-based best practices, and professional development opportunities through our workforce Ecosystem Enrichment programming. EmployIndy also supports YES Indy by establishing partners to help with outreach and promotion via multiple YES Indy Re-Engagement Centers (RECs). Both our direct support and CBO network help provide guidance and resources to low-income, out-of-school young adults in Marion County so they can set and reach their educational and employment goals.

Audience:

- Community-Based Organizations
- Opportunity Youth

Goals:

- Streamline communication about what YES Indy is (Opportunity Youth, CBO network, career navigation services)
- Utilize data + testimonial/success story to communicate impact
- Quickly route participants to necessary CTA (training sign-up form, CBO locator, contact, etc.)

Needs:

- CBO partner locator
- EI-provided program overviews + signups
 - Power Huddle, Industry Trainings, Pivot League
- Share success stories/testimonials

Analytics:

- 2023
 - 341 average monthly views
 - 916 average monthly events
 - 18s average engagement time

YouthBuild Website

Description: YouthBuild Indy is a partnership with YouthBuild USA, AmeriCorps, Marian University, Martindale Brightwood Community Development Corporation, Training for Success LLC, and Turner Built Indianapolis that provides construction training. Through YES Indy, Marion County residents ages 18-24 who are interested in construction can register for a paid, 18-week training that results in an NCCER construction certification and an opportunity to earn their High School Equivalency (HSE).

Audience:

- opportunity youth (young adults ages 16 – 24 who have disengaged from secondary education or graduated but disconnected from the workforce)

Goals:

- Fold current website capabilities into YES Indy to include as part of industry trainings

Needs:

- Provide program overview + signup
- Share success stories/testimonials

Analytics:

- 2023
 - 156 average monthly views

JobReady Indy Website

Description: Job Ready Indy is a platform that provides employability skills curriculum and training. Job seekers of all ages complete the online employability skills curriculum, earning badges in six different categories that span across the continuum of in-demand employability skills, created in alignment with the Department of Education (DOE) and Indiana Department of Workforce Development (DWD)'s Employability Skills Standards. JRI helps workers of all levels to fortify the skills they need to advance their professional portfolios and take their careers to the next level.

Audience:

- Employers and Schools in need of employability skills curriculum

Goals:

- Quickly and clearly communicate what JobReady Indy is and its benefits
- Provide examples of organizations who are using the platform successfully
- Get organizations connected with the JRI team

Needs:

- Badge Overview
- Plans + Pricing
- Benefits + Pathways Fulfillment

Analytics:

- 2023
 - 616 average monthly views
 - 1,667 average monthly events
 - 59s average engagement time

Indy Achieves Website

Description: Indy Achieves, an initiative of mayor Joe Hogsett, ensures that every Indianapolis resident has the ability to pursue and complete a postsecondary credential or degree program, and empowering

residents to pursue careers that put them on a pathway to the middle class. Though promise scholarships, completion grants, and 21st Century Scholars + FAFSA resources and support, Indy Achieves provides young adults facing the greatest barriers with opportunities to earn educational certifications and employment credentials, creating a positive trajectory for young adults to actively participate in the workforce.

Audience:

- Marion County students interested in postsecondary education

Goals:

- Streamline communication about what Indy Achieves is and does
- Direct Parent/Student Audience and Educator Audience to Resources quickly
- Utilize data + testimonial/success story to communicate impact

Needs:

- Indy Achieves overview + school partnerships
- Resources
 - 21CS
 - FAFSA
 - Completion Grant
 - Promise Grant
- Community of Practice Overview
- Share success stories/testimonials

Analytics:

- 2023
 - 225 average monthly views
 - 508 average monthly events
 - 2s average engagement time

Project Indy Website

Description: Project Indy, Mayor Joe Hogsett's youth jobs initiative, is a platform that connects Marion County youth to summer jobs, part-time, and full-time job opportunities. The easy-to-use online platform utilizes text messaging to recruit and onboard job seekers, includes a location-based tool that works to connect youth to nearby opportunities, and also allows for filtering job opportunities by interest. Once registered, job seekers can easily apply to any of the hundreds of open positions by providing a few pieces of basic information.

Audience:

- Employers
- Youth Job Seekers

Goals:

- Clearly Communicate the purpose of the Project Indy Platform (who its for, what it does)
- Utilize data + testimonial/success story to communicate impact
- Direct youth and employers to signup on the platform

Needs:

- Project Indy overview
- Employer spotlight
- Job listings dashboard
 - Filterable by location
- Encourage JobReady Indy participation to show badges on profile
- Share success stories/testimonials

Analytics:

- 2023
 - 125 average monthly views
 - 433 average monthly events
 - 26s average engagement time

Good Wages Initiative Website

Description: The Good Wages Initiative certifies, celebrates, and showcases Marion County employers committed to providing full-time employees both a wage of at least \$18/hr and access to health insurance benefits.

Audience:

- Employers

Goals:

- Highlight wage increase statistics and benefits
- Provide business case for becoming a GWI Employer
- Communicate supports/benefits provided by EmployIndy
- Direct employers to connect/engage with our team

Needs:

- List participating employers
- Calls to action:
 - Get connected
 - Apply (committed or certified)
- Share success stories/testimonials

Analytics:

- 2023
 - 591 average monthly views
 - 1,750 average monthly events
 - 46s average engagement time

Choice Employers

Audience:

- Employers

Goals:

- Provide a simple, quick reference of the Choice employers program
- Communicate supports/benefits provided by EmployIndy
- Direct employers to connect/engage with our team

Needs:

- List participating employers
- Resources
- Share success stories/testimonials

Analytics:

- 2023 – N/A

Social Accounts

Program	Platform	Handle	Followers	Inactive
EmployIndy	Facebook	EmployIndy	1900	
EmployIndy	Instagram	@employindy	2275	
EmployIndy	LinkedIn	EmployIndy	4841	
EmployIndy	X	@EmployIndy	2384	
EmployIndy	TikTok	@employindy	7	X
WorkOne Indy	Facebook	WorkOne Indy	2500	
WorkOne Indy	Instagram	@workoneindy	214	X
WorkOne Indy	LinkedIn	WorkOne Indy	1534	
WorkOne Indy	X	@workoneindy	1637	X
Talent Bound	Facebook	Talent Bound	49	X
Talent Bound	X	@talentboundindy	8	X
JAG	Facebook	JAG Indy	255	X
JAG	Instagram	@jagindy	214	X
YES Indy	Facebook	YES Indy	557	
YES Indy	Instagram	@yesindy317	669	
YouthBuild Indy	Facebook	YouthBuild Indy	0	X
YouthBuild Indy	Instagram	@youthbuildindy	156	X
YouthBuild Indy	X	@youthbuildindy	94	X
Indy Achieves	Facebook	Indy Achieves	919	
Indy Achieves	Instagram	@indyachieves	509	
Indy Achieves	X	@IndyAchieves	672	X
GWl	Facebook	Good Wages Initiative	70	X
GWl	LinkedIn	Good Wages Initiative	292	
GWl	X	@goodwagesindy	77	X

Criteria for Selection

All respondents are advised that each proposal will be evaluated based on responsiveness to this RFP. Proposals will be reviewed for completeness, clarity and adherence to stated project purpose and goals. Proposals will be evaluated based on the criteria described below and points will be applied for scoring in rank order from the highest to lowest. However, EmployIndy reserves the right to select lower ranked proposals when warranted. Such selection of proposals shall be made at the sole discretion of EmployIndy.

Evaluation Criteria	Maximum Points
Organizational Qualifications	20

Points will be applied based on the experience and perceived capabilities of both the agency and their staff to successfully complete the proposed project to meet the needs of this request for proposals.	
Project Plan Points will be applied based on the innovation, quality, and strength of the recommended strategy to meet the needs of this request for proposals.	60
Budget and Budget Narrative Points will be applied based on the overall cost and justification proposed by the respondent.	15
XBE Status Points will be given to agencies who are certified as an XBE.	5
Total Points	100

Budget

Overall project budget should not exceed \$200,000.

Timeline

June 24 2024	Release RFP
June 28, 2024	Deadline to Submit Questions
July 3, 2024	Q&A Posted by 5pm ET
July 12, 2024	RFP Responses Due by 5pm ET via online portal
July 24, 2024	Award Project
Week of July 29 th	Kickoff Meeting
August 2024	Discovery + Audit
September 2024	Digital Strategy Recommendation
October-November	Website Development and New Strategy Implementation
December	Testing, Quality Assurance
January 2025	Live Website

Applicants must submit one (1) electronic copy of the proposal. Please note that EmployIndy will not return any proposals it receives and will not reimburse applicants for any costs they incur in developing their proposals. All proposals should be submitted no later than 5:00 p.m. EST, Friday, July 12, 2024, at www.employindy.org/contractopp. Any questions should be submitted via www.employindy.org/contractopp no later than 5:00 p.m. on Friday, June 28, 2024. Answers to submitted questions will be made available on the EmployIndy website by close of business July 3, 2024.