



**Request for Information: 2018-001
Indy Achieves Marketing Services**

Indianapolis Private Industry Council, Inc., d/b/a EmployIndy is seeking information from qualified organizations in regards to establishing a programmatic marketing strategy.

EmployIndy, the workforce development board for Marion County, is working to meet regional and statewide workforce development goals by removing barriers to quality employment as well as connecting individuals to entry-level positions. As part of the workforce ecosystem, EmployIndy invests federal, state, and philanthropic funds to help job seekers access employment, education, training and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Regionally, there is a high demand for skilled workers in industries such as technology, manufacturing, logistics, and financial services, however, with only 42% of Central Indiana residents holding post-secondary credentials, there is a gap between available skilled workers and these jobs. To combat these numbers, EmployIndy is working with regional partners to detect gaps in employer needs and partnering with WorkOne locations and community-based organizations to provide access to training to create a pipeline of talent to fill these positions.

EmployIndy's vision for this critical economic development work in Central Indiana is outlined in the organization's Strategic Plan (2017-2022) and centered on three primary objectives:

1. Address employers' need for a strong pipeline of entry-level workers;
2. Provide opportunities and outline pathways by which young adults (both in school and out of school) can actively participate in the workforce;
3. Meet the needs of residents living in areas of the city that are most affected by poverty and unemployment;

EmployIndy meets its obligations and strategic commitments through a mix of direct service delivery, management of contracted entities engaged to deliver specialized services, and informal coordination of multiple, diverse partners present in Marion County's workforce ecosystem.

EmployIndy is committed to providing career information and substantive employment opportunities for youth and young adults in our city to prepare for the jobs of the future. From exposure to industries and employers driving our local economy, to paid opportunities where youth can earn and learn, EmployIndy ensures that youth and young adults make smart choices about their education and careers. We operate and enhance programs to embark on career pathways, beginning with high school graduation or equivalency, to postsecondary education, summer jobs, and the removal of barriers to employment for access to in-demand jobs that require more than a high school diploma but less than a four-year baccalaureate degree.

The purpose of this Request for Information (RFI) is to solicit information from qualified entities providing services which respond to the unique needs of young adults in the education system. Indy Achieves, initiated by Mayor Joe Hogsett and housed at



EmployIndy, seeks to close the skills gap by increasing the proportion of Marion County adults with a high-quality degree or credential from 42% to 65% by 2027.

EmployIndy is deepening these efforts by aligning resources to increase the number of students furthering their education through the different aspects of the Indy Achieves program. This is done by enrolling more young adults in 21st Century Scholars; increasing the number of on-time FAFSA completion rates; and engaging employers to become program mentors, encouraging young adults during the application process and throughout their post-secondary education.

The goals are to:

- Increase the rate of 21st Century enrollment for all eligible eighth graders from 51% to 67%
 - Audience: Students in 7th or 8th grade; their families; and their middle school counselors
 - Timeline: January 1st – June 30th with an emphasis on April 15th – June 30th
- Increase on-time FAFSA completion and enrollment rates for high school seniors and independent adults
 - Audience: High school seniors; independent adults enrolling in postsecondary education
 - Timeline: January 1st – April 15th
- Recruit at least 100 mentors to contribute one hour per month to mentor five to seven students
 - Audience: Marion County business and civic leaders; alumni of 21st Century Scholars
 - Timeline: December 15th – January 15th
- Sign up 500 Marion County students transitioning into Ivy Tech or IUPUI to be assigned a mentor
 - Audience: High school seniors; their families
 - Timeline: January 1st – April 30th
- Formulate a campaign for practitioners and counselors to establish best practices, specifically through the use of testimonials as they relate to 21st Century Scholar enrollment

Based on the needs outlined above, EmployIndy will establish a marketing strategy for Indy Achieves by seeking a qualified vendor to assist in:

- Conducting target audience analysis
- Increasing media influence (paid, social, and otherwise) for all audiences
- Improving a website tailored towards an audience of stakeholders, mentors, parents, counselors, and teachers
- Producing informational videos of best practices for counselors
- Building an interactive, real-time dashboard to measure involvement



EmployIndy is seeking more information about how an agency would recommend meeting our needs outlined above as well as what actions would be taken to make this request possible. It is important that interested organizations list prior experience in running multiple campaigns at once and other qualifications as it relates to the work.

The following information should also be included:

1. Give an organizational overview including prior experience with the marketing techniques listed above.
2. Examples of other projects that the organization has completed that require multiple campaigns to be run simultaneously.
3. Describe timelines and schedules for deliverables the agency has worked with regarding similar mini-campaigns.
 - a. How have these campaigns performed as it relates to the goals outlined above?
4. Any other unique qualifications.

All information should be submitted via email no later than 4:00pm, EST, Monday, October 22, 2018 to Sara Phillips at sphillips@employindy.org.