

**Request for Information: 2021-003**

**Ecosystem Partnership Communications Project + PY20 Annual Report**

Need for Information

Indianapolis Private Industry Council, Inc., d/b/a EmployIndy is seeking information from qualified vendors on solutions that might meet our needs to build out a detailed, interactive ecosystem map and creatively integrate that with the storytelling framework created through EmployIndy’s PY18 and PY19 Annual Reports to also serve as a PY20 annual report

Background

EmployIndy guides the local workforce ecosystem and makes strategic investments to 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 25 business, civic, education and non-profit community leaders, EmployIndy invests $20 million in public, private and philanthropic funds for both youth and adults annually.

Project Scope and Specifications

The project will be two-fold. While the ecosystem map will be a focal piece of the annual report, it will also need to be able to remain evergreen with minor content updates.

Here is an example of the static map we have developed and are currently using: <https://employindy.org/ecosystem-graphic/>

EmployIndy’s goal is to tell a cohesive story between EmployIndy’s organizational mission, strategic goals, programs/initiatives, and the multiple points of connectivity between our ecosystem partners and these priorities.

Once the framework has been defined, EmployIndy will provide all the content, data, stories, and images needed to complete the project.

The coordinated product needs to be finalized for public distribution by October 2021.

Request for Information

EmployIndy is seeking information to inform next steps in the procurement process and requests perspectives and possible solutions that may meet the project scope and specifications outlined above. Please advise our thinking by considering the following questions in a short email response by close of business Monday, August 9, 2021:

* How would your firm recommend to best represent partnerships throughout Indianapolis and the EmployIndy ecosystem?
* How would your firm design and deploy an interactive, stand-alone product demonstrating the connectivity between EmployIndy’s programs and its Indianapolis-based partners?
* How would your firm build in aspects of an annual report (financials, list of board members, etc.) into a dynamic ecosystem map, or in a supplementary product, in a clean, easy-to-comprehend manner?
* What is the estimated cost of the solution/s proposed?
* Is the timeline proposed reasonable for the solution/s proposed?

Please include additional information as you deem essential or additive and send all responses to this RFI to [kryan@employindy.org](mailto:kryan@employindy.org).

Questions posed specific to this RFI **may be** responded to and posted online for the benefit of all possible respondents. If a question cannot be addressed, EmployIndy will explicitly state that to be the case.