



Request for Quotes: 2022-003

Modern Apprenticeship Program Marketing

EmployIndy is seeking quotes from qualified vendors to aid in student, family, school, and community marketing to support the recruitment of a third cohort for [Modern Apprenticeship \(MAP\)](#).

Background

EmployIndy guides the local workforce ecosystem and makes strategic investments to remove barriers to quality employment for underserved and underrepresented residents. As the workforce development board for Marion County, guided by 26 business, civic, education, and nonprofit community leaders, EmployIndy invests over \$20 million in public, private and philanthropic funds for both youth and adults annually.

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. To support this vision, EmployIndy launched [Talent Bound](#), a work-based learning continuum that connects employers and educators to provide opportunities for Indy youth and young adults to engage in rigorous career experiences that develop in-demand skills and inform education and career decisions.

The Modern Apprenticeship program (MAP) falls within the Talent Bound umbrella. Modern Apprenticeship is a three-year program designed to prepare high school students for the workforce with paid, hands-on experience that complements their traditional coursework. Students gain critical experience in in-demand fields such as business operations, advanced manufacturing, and information technology (IT).

Modern Apprenticeship starts in the junior year of high school and typically takes three years to complete. During the first two years, students spend a portion of the day working and a portion in school, and following graduation, the third year focuses primarily on their job.

Students choose to participate in Modern Apprenticeship as the program multiplies their options for what comes next, while simultaneously providing them with the opportunity to get paid and earn college credits before even graduating high school.

Youth Apprentices emerge from the MAP program with a high school diploma, a nationally recognized credential, and college credits that equip them to enter the workforce or continue to a college degree, giving them flexibility and options for what to do next.



Modern Apprenticeship also connects students with a network of professional and community connections to help jump-start their careers.

History of Modern Apprenticeship Brand and Messaging

MAP is a co-led program of EmployIndy and Ascend Indiana. In 2020, our organizations worked with a strategic creative firm to create a visual brand, comprehensive messaging, and initial marketing strategy for the inaugural cohort of the Modern Apprenticeship program. Since then, we have continued to expand on that work to build brand recognition and support the recruitment of Cohort II.

As we look to scale the program to serve more apprentices in Cohort III, our marketing is in need of new, innovative strategies and refreshed collateral to support recruitment efforts. Our goal is to build on our established messaging and brand to reach even more students, parents, and schools this recruitment season.

EmployIndy oversees community-based marketing efforts, including students, parents/families, and high schools. Ascend oversees employer marketing, with the shared goal of establishing a third cohort of 100 youth apprentices by Summer 2023. The vendor selected through this RFQ will benefit from a coordinated understanding of the employer marketing strategies and approach of Ascend which EmployIndy will ensure thorough management of this project.

Modern Apprenticeship Cohort III Timeline

It is important to note that apprenticeship positions go live on January 15th, 2023. As so, the recruiting process relies on marketing to attract qualified students so that Cohort III is screened and selected during the Spring semester. We are prospecting sophomores at participating Marion County schools to apply to the program.

- October - December 2022
 - Broad Awareness Building to students, parents, and schools
- January - March 2023
 - Targeted recruitment to apply for Cohort III
 - Begin interviewing for individual openings
- March - May 2023
 - Candidates selected to interview by employers and initial offers made
 - Prospecting new school partners for Cohort IV
- April - June 2023
 - Annual School Realignment Meetings
 - Applications open for new schools to join the MAP program



- May - June 2023
 - Employer 'Thank You' Breakfast (includes select school partners)
 - Signing Day and Bootcamp
 - Interview and selection of new school partners
- July - August 2023
 - Apprentices start their apprenticeships with employer partners
 - Onboard new school partners
- September 2023
 - Review the previous year/cohort and recalibrate

Project Specifications

- Design print collateral for all audiences
 - Students, including industry pathways information and mock work schedules
 - Parents and families
 - Marion County high schools
- Migrate website to WordPress, currently CEROS infographic, for ease of future integration of employer audience page(s) and materials
- Create student-parent video testimonial(s)
- Implement strategies that improve and enhance previous marketing efforts including:
 - Digital marketing campaign
 - Organic social media
 - Outreach efforts with schools
 - Earned media

Proposal Requirements

Please provide a complete written response to this RFQ which does not exceed five (5) single-sided pages and includes all the following:

- Company Overview
 - A brief company history and overview
 - The experience and/or prior work that demonstrates expertise in executing and delivering the services described in this solicitation
- Project Execution Plan
 - The proposed methodology for achieving all the above-mentioned specifications
 - A plan for implementing the proposed methodology
 - A timeline for discovery, research, analysis, and deliverables
- Project Cost
 - A quote with specific project costs by line item or proposed activity
 - A narrative explaining the estimated costs by line item or proposed activity

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Proposal Process & Procedures

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 incurred in developing their proposals. This RFQ is not a contract and creates no legal rights for persons or entities submitting proposals.

All proposals should be submitted by 5 p.m. on September 26, 2022. Proposals should be emailed to the following recipients with the subject line 'VENDOR NAME - EmployIndy RFQ: Modern Apprenticeship Program Marketing.'

- Addison McKown, amckown@employindy.org
- Chelsea Meldrum, cmeldrum@employindy.org
- Betsy Revell, brevell@employindy.org

Project Timeline

- September 15
 - RFQ dispersed
- September 26
 - Responses due
- September 29
 - Notice of selection
- October 3
 - Kick-off meeting
- October 15
 - Campaign kick-off