

ODJFS Request for Proposals (RFP)
Marketing Services for Apprenticeship Development Initiative
RFP#: R-04-15-0833
ODJFS Final Question & Answer Document
03/15/2004 – 03/22/2004

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Q1. As you state in section 1.4 of your RFP, you understand that there may be some “budgetary limitations.” It is somewhat unclear as to what your expectations may be from an implementation perspective. Clearly, just as you address in 1.4 A. and B. that priorities may include research and a comprehensive plan, there is a concern for time to all of these types of initiatives along with some implementation.

Incorporating each of these with recommendations for materials and marketing tools for implementation puts some constraint on budget as well as time. The later being that this RFP only covers two months (May 2004 through June 2004). This will leave very little time for implementation of an actual program to your target audiences.

Could you provide some input on your implementation expectations? Thank you in advance for your response.

A1. As stated in the RFP in Section 1.4, Overview of the Project, we hope that the selected vendor will, “...assist ODJFS with the implementation of a comprehensive marketing campaign that achieves extensive public awareness of the valuable opportunities that registered apprenticeship offers, as well as public knowledge of how to take advantage of those opportunities... .” Various examples of communication tools and methods (NOT mandated services) are described in that section, which concludes with, “...proposals must address the goals listed below (in Section 1.5), explain clearly how they would be achieved by June 30, 2004, and quote a total price of \$45,000 or less.” In Section 1.5, Goals of the Project, ODJFS states, “... this RFP is to obtain the most effective marketing and promotional services and consultation possible under strict budget and time limitations... .” Within these limitations, ODJFS is asking vendors what valuable marketing services they could achieve, and which they believe would be beneficial to the apprenticeship efforts of ODJFS. The specific contract deliverables that will be required of the selected contractor will be determined by the work approach it offers.

In Section 2.2, Scope of Work, the RFP gives a number of approaches (other approaches not listed will also be considered) vendors may propose – either just one approach or in some combination – such as a research study, a strategic plan, marketing and promotional concepts or visuals, etc. Possibly, one vendor might believe that the best approach they could offer would be the design a comprehensive marketing outreach plan, even though there is no opportunity, either due to costs or deadlines, or both, for any implementation of it. If ODJFS selects that vendor’s proposal, then the implementation that would be required under the contract would be the completion of the design of the comprehensive marketing outreach plan. If the selected vendor proposes to perform a marketing research project (what do Ohioans

currently know about/think about apprenticeship?), and then to design a marketing plan based on that research, then the required implementation would be the completion & analysis of the research findings, and the design of the marketing plan based on the findings. If the selected vendor proposal did not include implementation of the marketing plan (e.g., did not propose buying broadcast media time or print media space, production and mailing of brochures, or scheduling booths at job fairs, etc.), then that implementation would **not** be required under the contract.

If, for example, the selected vendor proposes marketing research and the design of marketing visuals and text, such as a logo, slogan, and awareness-oriented brochures to reach young people still in school and to reach guidance counselors/school administrators, the implementation required under the contract would be the completion of the marketing research, and the delivery to ODJFS of the logo and slogan for ODJFS to use in its apprenticeship outreach efforts, and two brochures in print-ready format.

In essence, ODJFS is giving vendors wide latitude on what outcomes it expects from this project. At this time ODJFS is unable to determine whether, or how much, further funding will be available for apprenticeship marketing efforts. The results from this RFP effort, however, should be marketing services or products for a meaningful impact, either in terms of products or services which require no further expenditures from ODJFS, or which at minimum, provide specific direction for future ODJFS apprenticeship marketing efforts.

Vendors are reminded that RFP Section 2.2 concludes with:

The selection of a vendor's proposal including a marketing plan as all or part of its proposed project (one that might be implemented at a future point beyond the limited time frame for the contract expected to result from this RFP), is not an assurance that ODJFS would offer a future contract with that vendor for its implementation, and in fact ODJFS may, at its option, select a different vendor to implement the plan in whole or in part, may implement it without any contractor participation, or may decide not to implement it.

However, if implementation funding is available, and if the selected contractor produces a marketing plan and performs to the satisfaction of ODJFS, that vendor's contract might, at the sole discretion of ODJFS, be renewed for a period of time beyond June of 2004 for the marketing plan's implementation.

**This completes the ODJFS Final Question & Answer Document for
Marketing Services for Apprenticeship Development Initiative, RFP #: R-04-15-0833.
Thank you for your interest.**