REQUEST FOR PROPOSALS
REBRANDING PROJECT

The Northwest Workforce Development Area is seeking proposals for a rebranding effort.

The Northwest Workforce Development Area is comprised of Clarion, Crawford, Erie, Forest, Venango, and Warren Counties in Northwest Pennsylvania. The area is one of 22 workforce development areas in Pennsylvania that are governed by the federal legislation, the Worker Innovation and Opportunity Act of 2014 (WIOA). The legislation is still being implemented across the country.

Historically, changes in legislation lead to changes in terminology. One of the changes required by the latest legislation is that the workforce investment areas transition to workforce development areas. Consequently, the workforce investment boards that are charged with policy-making in each area transitioned to workforce development boards.

The workforce development area would like to adopt a corporate identity for the region that will be unaffected by future changes in legislation. For reporting purposes, the area and associated board will be known in accordance with terminology determined by current legislation, as required by state and federal entities. However, these general terms mean little to the public and the Northwest Workforce Development Area struggles to maintain familiarity with the audiences it serves. One way we believe we can combat this is to establish a brand that we can maintain throughout future changes in our legislation.

The Northwest Workforce Development Area believes it is important to be cognizant of the names of our neighboring regions and other entities within the service area to establish a unique brand. It is also important to separate the workforce development area from its previous administrative agency, Regional Center for Workforce Excellence, as there appears to be some lingering public perception of a relation.

Background Information - The Board’s Locally Established Mission, Vision, and Goals

- **Mission** – To connect people with jobs through collaborative workforce development efforts and strong partnerships with the economic development, business, education, and government sectors in the Northwest Pennsylvania region.

- **Vision** – Northwest Pennsylvania will have a skilled workforce that is responsive to the current and future needs of the region

- **Goals** – (1) Convene regional entities for active partnership development; (2) Build capacity (knowledge & understanding of the workforce development system) of the board and stakeholders (economic development, businesses, education, training, and social service providers) to be strong advocates for our system; (3) Work with employers and training providers to develop industry-recognized career pathways; and (4) Enhance customer service to better align with board and operator consortium expectations

Applicants are encouraged to seek additional organization information, including organizational charts, at [http://www.nwpawib.org/wdb/board-orientation-manual](http://www.nwpawib.org/wdb/board-orientation-manual)

Project Duration

It is expected that this rebranding project will be completed within three months of contracting with Northwest Workforce Development Area.
Proposal Guidelines and Requirements

Proposals must include the following:

- Firm profile, including length of time in business and core competencies
- Summary of rebranding experience, include examples that illustrate the process from research to package delivery
- Profiles of key staff for the project
- Proposed approach, work plan, and timeline
- Total proposed budget, individual fees, and description for each individual deliverable below:
  1. New organization name and accompanying logo
  2. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes
  3. Ready to use templates for a host of collateral materials including:
     a. Regular organization newsletter template (print and electronic)
     b. Business stationary – letterhead, business cards, folders, blank note cards
     c. Research/policy/report white paper template
     d. Organization brochure template
     e. FAQ brochure template
     f. Electronic communications templates (dual-use for internal and public) – e-newsletter, events bulletin, memos, quarterly reports, email signatures, and action alert
     g. Slide decks using presentation software, such as PowerPoint or Prezi
  4. Branding package standards and usage guide, to include standard guidance on establishing a social media presence
- Description of experience with workforce and/or economic development in our six county region, if applicable
- Summary explaining why your firm is most qualified
- Brief statement regarding the ownership of the produced materials and your policy regarding intellectual property issues
- List of three references for recent branding initiatives

Submission and Questions

All proposals must be delivered either electronically or via post. Proposals must be received by 4 PM on March 15, 2017 to be considered. Proposals may be submitted electronically to participate@nwpawib.org. Proposals may also be mailed to: Partners for Performance, 920 Water Street, Suite 32B, Meadville, PA 16335. Questions regarding this proposal should be directed to Jackie Hamilton, jachamilton@nwpawib.org.

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