

**Request for Qualifications and Price Quote  
for Marketing and Public Relations Services**



Partners for Workforce Solutions (PWS), a 501(c)(3) non-profit organization, serves eleven counties in Indiana as Regional Operator to the Northeast Indiana Regional Workforce Board. The eleven counties include Adams, Allen, DeKalb, Grant, Huntington, LaGrange, Noble, Steuben, Wabash, Wells, and Whitley. The Regional Operator provides staffing and fiscal services to the regional workforce board and Indiana's workforce development system, and operates the WorkOne career centers. As the Regional Operator, PWS develops and oversees the implementation of leading edge workforce development programs for adults and youth who meet the eligibility criteria established through the Federal Workforce Investment Act. PWS also receives resources from corporate gifts and foundations.

PWS is seeking a contractor to provide marketing and public relations services that target young people, ages 16 – 21, to raise their awareness of the necessity of achieving success in secondary and post secondary education for success in work and life, and to raise their awareness of career opportunities in the industry clusters identified for growth in Northeast Indiana. The services and products funded under this solicitation must be tied to the TOPS 2015 Talent Initiative already underway in the region. The scope of work includes developing a comprehensive strategy and communication and recruitment campaign, along with relevant products and venues for implementation.

PWS is requesting qualifications and a price quote from firms that possess the experience and abilities to supply the services identified above. Firms interested in providing these services must submit the following information no later than 5:00 p.m. on March 1, 2010.

- Experience and qualifications of company (20 points)
- Contact information for three references (10 points)
- List of services with price quote (20 points)

Questions related to this solicitation may be made electronically to Kathleen Randolph at [KRandolph@PartnersForWorkforce.org](mailto:KRandolph@PartnersForWorkforce.org) or by phone to 260-417-5151. Proposals will be reviewed against established criteria reflecting price, qualifications and experience. The start of the contract will be immediate after final selection is determined.

All proposals must be submitted electronically to the attention of Kathleen Randolph at [KRandolph@PartnersForWorkforce.org](mailto:KRandolph@PartnersForWorkforce.org).

*This WIA Title I-funded program is an equal opportunity program.  
Auxiliary aids and services are available upon request to individuals with disabilities.*