

OTTAWA COUNTY BUSINESS ADVISORY COUNCIL REQUEST FOR PROPOSAL

Proposals Due by Monday, January 29, 2018

BACKGROUND

The mission of the Ottawa County Business Advisory Council (BAC) is to engage the business and education communities to understand and support the educational and employment needs within Ottawa County, Ohio.

The Ottawa County Business Advisory Council (BAC) was established in the summer of 2014 as a means for business leaders and K-12 educational leaders to partner together to understand and support employment needs within Ottawa County. In addition, the BAC has a goal to engage our youth to better understand the career opportunities available in their community. Members of the BAC consist of representatives from education (superintendents and principals), business leaders for Ottawa County's leading industry sectors and local community partners like the Ottawa County Improvement Corporation (OCIC) and United Way in Ottawa County (United Way).

The BAC believes that 100% of Ottawa County students should graduate from high school with a plan for their future. While Ottawa County school graduation rates are above the state average, the BAC believes that every student should graduate from high school with a solid foundation and plan for future career, college, military and/or vocational employment. The BAC aims to educate and expose Ottawa County students to the skills and continuing education needed to fill in-demand jobs in Ohio, with an emphasis on Ottawa County.

OVERVIEW

In 2017, the Ottawa County Business Advisory Council (BAC) was awarded funding from the Ohio Department of Education to expand the work of the council to bring a full-scale effort to "prepare all students for and seamlessly connect all students to success in life beyond high school graduation" in Ottawa County's six (6) school districts. Specifically, the BAC is charged with establishing a career services component to direct three primary efforts:

- 1.) the BAC will work directly with students graduating high school and entering directly into the workforce to find career-oriented employment in in-demand occupations that provide a sustainable wage and upward mobility;
- 2.) the BAC will work directly with students desiring to enter into apprenticeship/certificate programs to determine the best-suited program and support enrollment and acceptance into the program; and
- 3.) the BAC will develop a rhythm of outreach and tracking to all students graduating high school, regardless of their path in life after high school, where we provide supportive career-oriented services.

This program will coordinate with each of our Ottawa County school districts to monitor and track the progress of each graduating senior for the four (4) years following graduation. The main goal is to keep a connection between the young adult and the community and provide career/training/employment support from the time they leave high school until the time they graduate college (and the years in between).

The BAC is seeking proposals to support specific objectives within its Ohio Department of Education funded endeavor to develop and deploy a strategic, proactive workforce outreach process beginning with graduating high school seniors and their subsequent 4-years post high school graduation.

Database Support Services

A cornerstone to measure success is the ability to capture specific career-related information and contact information of the targeted student population. This information will assist in developing an integrated outreach campaign which fulfills the intent of the program. Database Support Services should clearly:

- Define the format in which the data will be *securely* stored;
- Demonstrate how data will be easily searchable and accessible by the BAC;
- Provide training for staff on new system/process.

Marketing Support Services

Critical to the BAC's effort to strategically define a method of outreach to the student population is to develop and deploy a diverse and systematic marketing effort. Through this Request for Proposal, the BAC desires to:

- Develop, design and deploy an integrated marketing campaign strategy to the targeted student population and other key stakeholders;
- Identify how the proposed marketing services will integrate the use of OhioMeansJobs Ottawa County services and the State of Ohio brand;
- Respondent must clearly outline its plan and process for delivery of key marketing support services, and identify key personnel who will lead the work.

Additionally, the Respondent will be required to work together with the BAC, school administration and students to accomplish the goals of the program. BCI background checks will be required for all Respondent team members participating in this program. Respondent is responsible for any expenses related to BCI background checks.

The Solution

This program will allow us to track students continually through a 4-year period and encourage them to return to Ottawa County – a great place to live and work. The success of this program requires that we establish continued communication with Ottawa County graduating seniors to ensure their education and career aspirations are being realized.

- Recommendation #1: Gather, review and organize OhioMeansJobs Ottawa County surveys that have been collected by OCIC staff members.
- Recommendation #2: Develop a separate method of outreach for each graduating HS senior.
- Recommendation #3: Establish a method of outreach, engagement and communication to each student that will follow them for 4 years beyond high school.
- Recommendation #4: Continually market the OhioMeansJobs Ottawa County brand.

ADDITIONAL PROPOSAL REQUIREMENTS

Technical/Project Approach

Please describe the details of how the project will be managed from start to finish. Please include specific methodologies for completing deliverables, project management tools and techniques, communication strategies, and key staff member backgrounds which demonstrate your firm's capabilities to meet the project demands.

Resources

Describe any resources you have in place or plan to acquire, such as technology, to meet the project demands.

Timeline for Execution

The BAC expects this plan of work to be fully operational by May 2018, as we anticipate the first class of seniors to be preparing for high school graduation. Please define how deliverables will be organized, delivered and managed according to the BAC's needs.

Funding has been secured for this initiative thru June 30, 2019.

EXPECTED RESULTS

The goal of this program is to develop continuous communication with Ottawa County graduates for the 4-years post-graduation to ensure their educational and career aspirations are being met. Branding and awareness of available local career services, through partners such as OhioMeansJobs – Ottawa County, is an expected result of this endeavor.

We expect proposals will provide the following results:

1. Identify and categorize Ottawa County graduating seniors that will be directly entering the workforce, military, 2-year degree program, 4-year degree program, or are undecided;
2. Raise awareness and branding of the OhioMeansJobs Ottawa County and State of Ohio brand;
3. Market in-demand career opportunities with Ottawa County employers to our Ottawa County graduates;
4. Establish a proven method of effective outreach and connection to students in the 4 years post-graduation, which will direct career-related support services to students and track results of the program;
5. Provide a high level of supportive career-oriented services.

All proposals will be rated in accordance with the following rating scale:

BUSINESS ADVISORY COUNCIL PROPOSAL SELECTION TOOL		
Criteria	Points Available	Points Rated
Proposal met requirements for Bid Submission, including: <ul style="list-style-type: none"> ○ Bid Submission received by deadline, ○ Cover page with company introduction and contact information completed, ○ Proposal, ○ Budget Worksheet 	PASS/ FAIL/ Waived 1 point for pass/ waived	
Respondent staffing and operating practices indicate sufficient qualified staff and the ability to meet program solutions and expected results.	30	
Analysis of budget in proposal demonstrates most cost effective means to deliver quality and quantity of services to clients.	20	
Demonstration of necessary technology and project management tools in place	5	
Explanation of expected results and delivery of program statistics and data	10	
Clearly identified method of data transfer and data management to BAC	20	
Collaboration with other agencies	5	
Experience with providing effective outreach efforts to prospective clients	10	
Total	100	
Comments:		

ATTACHMENT: Ottawa County Business Advisory Council Funding Request to Ohio Department of Education

DEADLINE FOR SUBMISSION: Monday, January 29, 2018
4:00 PM

SUBMIT TO: Jamie N. Beier Grant, Director
Ottawa County Improvement Corporation
8043 W. State Route 163, #100
Oak Harbor, OH 43449

Fax: 419.898.6244

Email: jbgrant@ocic.biz