



**Request for Proposal (RFP)
Regional Talent Attraction Campaign
Focus Groups**

Deadline for Proposal – January 24, 2023

Initiative Overview: The Greater FM EDC has been awarded a grant from the State of North Dakota to deploy a large-scale marketing initiative focused on regional talent attraction (recruiting additional workforce to the region).

The Grant: The ND Regional Workforce Impact Grant (RWIP) provides grant dollars to regional entities. According to the state website, the goal of the grant is to “design and implement innovative plans to address the region’s most demanding workforce challenges. The grant program will respond to the negative impacts the COVID-19 pandemic has had on workforce and industries by encouraging regions and communities to develop sustainable, innovative solutions to help businesses find workers, and help workers and jobseekers prepare for and connect to better, higher-quality and better paying jobs. The RWIP grant aims to offset the cost of local solutions that will have a regional impact. Funds may be provided as a resource to implement a long-term solution to permanently mitigate workforce participation issues.”

The GFMEDC will lead our project with the help of Reach Partners, a local project management firm. We aim to gather a collective group of professionals with a shared vision for talent attraction through a coordinated marketing plan. As such, this project contains several components that make up a broader talent attraction plan.

This RFP is asking for proposals to manage the focus groups which will lay the foundation for the overall project.

Proposed Project: The focus groups and the information gathered will provide much needed information to support the goal of the overall project, which is to change perceptions of our area in order to attract new residents to our region. Our plan includes several components to achieve this goal.

Based on grant requirements, our attraction efforts must fall within one of the five targeted sectors identified by the State of North Dakota. Of those targeted sectors, manufacturing and healthcare are the two sectors that make sense for recruitment to the region.

Data driven information and focus groups:

Using data, the GFMEDC will select the occupation(s) and geographical areas that show a candidate could make more money in our region based on wage and cost of living data. Then starting with focus groups of the identified professions, we'll learn what each group likes and cares about, tailoring our message based on that information. We'll build and deploy an outbound marketing campaign. We'll also build inbound nurture campaigns using HubSpot.

For example, we target nurses. We would build a campaign using feedback from focus groups, using that information to build a successful marketing strategy (what resonates with them, what made them want to move here, etc.).

We'll work with various agencies and freelance professionals to build a (growing) library of content and marketing materials that include videos, interviews (of people who've moved here) and photos. Using the marketing materials, we'll pull "customers" into a funnel. Targeted communication would ultimately lead a "customer" to connect to a job page to apply for jobs or a local contact/liaison (who communicates directly with the customer).

We anticipate that all the agencies selected will meet regularly with the GFMEDC team, Reach Partners and other community partners to build and track the campaign.

Your Role: Your role will be to manage the focus groups for this project. The GFMEDC will use data and information from local companies to determine which occupations we will target through our marketing. Once determined, we will bring together local residents in those occupations to gather information about what they like, what they care about, etc. The information gathered will be used to build personas which the marketing teams will use to develop a well-informed, more effective marketing campaign to target individuals within the two sectors. The personas will drive the messaging in both the outbound and inbound marketing campaigns.

Expectations:

GFMEDC's role

- Use data to determine which sectors within healthcare and manufacturing to focus on
- Reach out to find participants (coordinate with your team to schedule focus groups)

Your Role:

- Write and manage the questions that will be used in the focus group interviews, collaborate with GFMEDC and team to align questions with overall intent
- Run the focus group meetings
- Document and take notes, work with GFMEDC and marketing team to begin to develop personas
- Provide your expertise and work with GFMEDC and marketing team to develop the best overall approach

We will focus on two sectors – healthcare and manufacturing. Within those two sectors, we plan to do five to seven focus groups based on the most in-demand occupations in healthcare and manufacturing.

For more information, we can provide these two additional documents.

- GFMEDC's State of ND RWIP Grant Proposal
- Charter – Workforce Attraction Campaign RWIP

Dates and Deadlines: The focus groups will begin prior to the marketing campaign and some of the focus groups may happen in tandem with parts of the campaign.

This project will start in early February, while we anticipate the remainder of the marketing campaign will begin second quarter of 2023. As of now, based on current grant guidelines, funds will need to be encumbered by June 15th, 2023

Questions

All questions will be answered and compiled for access by every firm.

Project Budget

The overall budget for this project is not to exceed \$25,000.

Selection and Project Timeline

- Request for Proposal Release Date January 10, 2023
- Proposal due in GFMEDC office (COB) January 24, 2023
- Notification of selected agency January 30, 2023
- Project Starts February 2, 2023 (tentatively)

Proposals should include references and qualifications and should include the following:

1. General approach to meeting the objectives within the scope of work
2. Schedule with milestones
3. Total cost to complete the scope of work inclusive of labor, travel, supplies, and miscellaneous costs. Contract will be awarded on a fixed cost basis.
4. Point of contact and key staff assigned to the project.
5. Examples of similar projects *or* references with contact name, phone number, email address, and brief description of work performed.

Submission of Proposal: Proposals should be sent to Lisa Gulland-Nelson, Chief Communications Officer, GFMEDC lgnelson@gfmedc.com

Greater Fargo Moorhead EDC
51 Broadway Suite 500
Fargo, ND 58102

Non-Discrimination

No person in the United States must on the ground of race, color, national origin, handicap, age, religion, or sex, be excluded from participation in, be denied the benefits of, or be subject to discrimination under, under any program or activity receiving Federal financial assistance.

To effectuate compliance with Title VI of the Civil Rights Act of 1964 (42 U.S.C. Section 2000d et seq.); as amended, LARC is required to include the following in any solicitation or contract and these provisions will be incorporated into the contract between LARC and the selected consultant. The Consultant will need to abide by these provisions:

1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d et seq.) and US Department of Commerce implementing regulations published at 15 C.F.R. Part 8 prohibiting discrimination of the grounds of race, color, or national origin under programs or activities receiving Federal financial assistance.
2. Title IX of the Education Amendments of 1972 (20 U.S.C. §§ 1681 et seq.) prohibiting discrimination on the basis of sex under Federally assisted education programs or activities.
3. The Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 et seq.) prohibiting discrimination on the basis of disability under programs, activities, and services provided or made available by State and local governments or agencies thereto, as well as public or private entities that provide public transportation.
4. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), and DOC implementing regulations published at 15. C.F.R. Part 8b prohibiting discrimination on the basis of handicap under any program or activity receiving or benefiting from Federal assistance. For purposes of complying with the accessibility standards set forth in 15 C.F.R § 8b.18(c), non-federal entities must adhere to the regulations, published by the US Department of Justice, implementing Title II of the Americans with Disabilities Act (ADA) (28 C.F.R. part 35; 75 FR 56164, as amended by 76 FR 13285) and Title III of the ADA (28 C.F.R. part 36; 75 FR56164 as amended by 76 FR 13286). The revised regulations adopted new enforceable accessibility standards called the “2010 ADA Standards for Accessible Design” (2010 Standards), which replace and supercede the former Uniform Federal Accessibility Standards for new construction and alteration projects.
5. The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 et seq.), and DOC implementing regulations published at 15. C.F.R Part 20 prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance.
6. Any other applicable non-discrimination law(s).