



Request for Proposal (RFP)

Immersive Multimedia Manufacturing Tour to Aid Workforce

Deadline for Proposal – August 25, 2023

Initiative Overview: The Greater FM EDC in partnership with Be More Colorful, LLC and Golden Path Solutions have been awarded a grant from the State of North Dakota in order to create an Immersive Multimedia Manufacturing Tour to aid workforce attraction.

The Goal: Create an industry-focused microsite with a library of immersive media tools and virtual reality video leveraging innovative new technologies to more effectively tell the story of manufacturing in Region Five. The microsite will serve as a hub for the manufacturing industry that includes detailed information about the region's manufacturers including regional career opportunities, the sector diversity, size and industries served (biomedical, construction, agriculture, biotech, aerospace, etc.).

The Grant: The North Dakota Department of Commerce Workforce Innovation Grant (NDWIG) "provides grants to North Dakota companies to design and implement innovative plans to address their most demanding workforce challenges. The grant program must be used to address the negative impacts the COVID-19 pandemic has had on workforce and industries by encouraging companies and local partners to develop sustainable, innovative solutions to help businesses attract and retain workers and promote job security or wrap-around support for workers. The NDWIG is a competitive funding opportunity that aims to offset the cost of local, innovative solutions that permanently mitigate a workforce challenge in Manufacturing, Healthcare, Tourism, Energy, Transportation & Logistics, and Childcare." (<https://www.commerce.nd.gov/workforce/workforce-programs/workforce-innovation-grant>)

Proposed Project: The project will focus on overcoming the lack of awareness that labor markets outside of North Dakota have about the robust manufacturing industry within Region 5. The project will center on the creation of an industry-focused microsite consisting of a library of immersive media tools, robust career profiles, and virtual reality video that leverages innovative new technologies to more effectively tell the story of manufacturing in Region 5. The hub will serve to direct people outside of the state to other online community resources being developed to attract workers to the region, some of which are being developed as part of a separate but complementary ND Regional Workforce Impact Program (NDRWIP) Grant Region 5 is currently implementing to support workforce recruitment.

Proposed Phase 1: The microsite, as currently proposed, will contain an overview of the manufacturing industry with pages highlighting each employer with third-party content including embedded virtual tours. Each manufacturer will be showcased with an overview of the company's opportunities available.

The virtual tours and companion virtual reality videos will provide information on each company's facilities, culture, two featured jobs, and several supporting roles (virtual tour content will be produced by Be More Colorful). An immersive and interactive field trip experience will allow site visitors to learn by exploring each manufacturing facility, discovering information about the industries each manufacturer serves, seeing actual workers in their roles and will include specific job posting information from within the virtual field trip experience. The company landing pages will also include traditional standard media such as photos and videos showcasing each company, and employee testimonials will provide relevant and relatable content to prospective employees from outside the market. Additionally, a companion virtual reality video will be produced for each facility allowing participating manufacturers to bring their facility experience with them to career fairs, college visits, and more.

In addition, Golden Path Solutions will supplement the company landing pages and VR career experiences with Golden Path career profiles. These profiles will enhance the project by explaining specific career paths, sponsorship opportunities, identifiable experiences and skills needed for success, and other company specific information that support the experiences. The Compass application will be made available through the manufacturing portal with the current assessment process used for students but with an additional assessment methodology developed for college and adult job seekers that will help make more targeted recommendations to specific VR experiences, companies, and careers, which will result in a higher likelihood of a new recruit. Additional profiles will be able to be used locally for career exploration and awareness through the ND CTE initiative around WBL and Career Exploration with RUReady. New matching algorithm will be used to extend the audiences Compass can serve, which has already been expressed as a goal with local higher-ed organizations (either supplementing tools like Handshake or providing new services to students) as well as Job Service and the adult populations they serve.

We are also requesting the website proposal include a login option to connect job seekers to an embedded assessment to support their job search. Having a login would allow us to retain the user's information for future use. We are asking for this to be included within the website development proposals as an additional line item so we can determine if we can include it in phase one or if it needs to be held for a later iteration.

Your Role: If selected you will join a larger group working on one project. This RFP is intended to assemble the remaining necessary components to deliver a micro-site that will be complementary to the currently in development ND RWIP project. Bidders may provide quotes for one or more of the components which include:

An industry-focused microsite including a homepage to serve as a central hub promoting the manufacturing ecosystem in Region 5 and Individual landing pages for each participating manufacturer (up to 18 in this initial phase) that incorporate Be More Colorful virtual tours, Golden Path Solutions career profiles, and other related media assets provided by each manufacturer or produced as a result of this RFP

Video assets developed to communicate the depth and breadth of the manufacturing industry in Region 5

Strategy and creative which may include campaign strategy, graphic design, copywriting, analytics and reporting

Program marketing to include digital advertising, SEO, email marketing, social media, and content marketing

Project Components	Budget
Microsite Creation	\$30,000
Video	\$30,000
Strategy and Creative	\$25,000
Program Marketing	\$30,000

NOTE: All proposals should demonstrate the bidder’s capacity for encouraging professionals around the country to select the Fargo-Moorhead area as the place for their career journey in manufacturing. We anticipate weekly to bi-weekly meetings to keep the project on time and on budget.

Dates and Deadlines: The project is expected to start in the fall, ideally September or October 2023. Golden Path Solutions and Be More Colorful have already started work on creating the career profiles, virtual field trip, and VR video filming is expected to begin in August 2023.

The project will include the following: creating career profiles (Golden Path Solutions), creating immersive and navigable video (Be More Colorful), supporting/supplemental video, microsite creation, strategy and creative and program marketing.

Below is a rough idea of possible timeline:

August/September: Send out RFP’s, review and select vendors, begin meetings with Be More Color, Golden Path Solutions and selected vendor(s) to finalize timeline .

September/October: Shoot supporting video, microsite creation and strategy creation.

November/December: Continue with microsite creation and supporting video shooting.

December: Complete building of microsite with six companies included with the remainder to be added in 2024.

January – June 2024: Complete microsite and use as a tool for recruiting workforce into the manufacturing industry.

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 the amounts previously listed.

Selection and Project Timeline

- Request for Proposal Release Date August 11, 2023

- Proposal due in GFMEDC office (COB) August 25, 2023
- Notification of selected agency August 31, 2023
- Project Starts September 2023 (tentative)

If you submit for more than one component, please separate each component out in your proposal. Joint proposals from more than one firm are allowed and encouraged.

Submission of Proposal: Proposals should be sent to Tifanie Gelinske, Sr. VP Workforce Development at tgelinske@fmedc.com or to the address listed below:

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

Non-Discrimination (this from the RWIP proposal – not sure if we need to keep it)

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 on 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).