



Answers to Questions Submitted for Request for Proposals for:  
**Ohio Manufacturing Workforce Partnership  
Outreach and Promotion Agency**

**What budget has been allocated for the scope of work outlined in the RFP?**

We are asking vendors to provide a reasonable estimate for the work described based on their knowledge of the effort and resources needed to execute the scope of work.

**The RFP refers to "industry recognized credentials." Are these the Department of Labor's "Completion of Registered Apprenticeship" certificates?**

Completion of Registered Apprenticeship is one allowable industry recognized credential. Others include, but are not limited to NIMS machining and industrial maintenance credentials, MSSC Certified Production Technician, AWS Certified Welder and Certified Welding Inspector, etc.

**Are there other intermediaries who will be supporting employers in setting up and managing their apprentice programs, or will that be handled by OMA and Ohio TechNet partners?**

There are 12 regional subrecipients responsible for executing grant activities.

**Will Ohio TechNet schools offer any tuition subsidies to employers who work with them on off-job training/classroom requirements?**

Each regional subrecipient will determine, with local manufacturers' guidance, how to spend their grant funds.

**Will OMA or Ohio TechNet act as a guide to employers on what occupations can be put under an apprentice program?**

All occupations within the production, machining, industrial maintenance, and welding pathways are allowable.

**Are tuition waivers being offered to high school students as part of this program?**

High school students are not eligible participants in the Scaling Apprenticeship Grant.

**Has a target budget been set for outreach and promotion?**

No.

**What is the length of the contract period for this RFP?**

December 16, 2019 through July 14, 2020.

**In the Scope of Work section, there is reference to “interactive career pathways.” Is that referring to web development work on a specific website, social campaign, display campaign, some other medium, and/or all combined? Could you please clarify what is meant by “interactive career pathways”?**

Interactive Career Pathways will be hosted on MakingOhio.com. Content for these pathways has already been developed; the vendor will be responsible for determining the best method for presenting them in a dynamic, viewer-friendly way.

**Also in the Scope of Work section, (regarding) the communication strategy and key messages being referenced for the initiative, is that just referencing the narrative being used in the various promotional tactics (display advertising, content marketing, etc.) or is it a request to create an entire public relations plan?**

We are seeking an entire communications plan that includes a combination of promotion and public relations.

**I did not see any budget information in the provided documentation. Even though you may not have a concrete number, could you provide an estimate?**

We are asking vendors to provide a reasonable estimate for the work described based on their knowledge of the effort and resources needed to execute the scope of work.

**Is the scope of work outlined in this RFP specific to the planning for the messaging and outreach necessary to support the Scaling Apprenticeship initiative? Is the implementation of the messaging and outreach outside of the scope of the RFP? If so, will the OMA be handling the implementation, or will a subsequent RFP be issued to cover implementation?**

Vendors should include both planning and implementation in their proposal. OMA will work closely with the selected vendor to identify existing channels, methods, and audiences. OMA will look to the vendor to recommend goals and strategies.

**Do you anticipate paid media as a component of the communication strategy and dissemination of key messages? Should bids include a planning for paid media as part of the communication strategy?**

If the vendor thinks paid media is required to meet the objectives described in the RFP, the bid should include planning for such.

**Can you provide additional direction and clarification around the expectations for Attachment A: Budget?**

See below.

**Budgets for the services requested in the scope of work are most often expressed as an hourly rate or a fixed project cost based on the deliverables and client preferences. Some more specific clarification requests:**

- **By “per unit cost,” are you asking for hourly rate by employee?**

Include your firm’s normal billing rate. If this is tiered based on the level of staff working on a project, include an estimate of the rates for each team member.

- **Can you explain the need for information on salaries and benefits costs as they relate to this scope of work?**

For purposes of this RFP, we ask vendors to estimate each consultant’s billing rate, times the estimated number of hours assigned to this project, to arrive at a total personnel cost.

- **Does the “travel” line item reflect anticipated direct costs for travel associated with the scope of work? If so, can this be expressed as a “not to exceed” amount understanding that the extent of required travel is unknown at this time?**

Yes, a not-to-exceed amount will suffice.

- **Is the “operational” line item intended to be for operational overhead associated with the scope of work?**

Please leave the operational line item blank.

- **Should the total line reflect the total estimated cost for all deliverables associated with the scope of work for the duration of the contract inclusive of the line item costs for agency overhead (salaries, benefits, travel, operational)?**

Yes.

**The RFP states: “The vendor will support the OMWP project team as they develop communications and instructional materials to conduct outreach and implement programs regionally.” Can you provide clarification around the OMWP project team’s role and your selected vendor’s role in developing communications and instructional materials, as well as what types of materials you may envision developing?**

Members of the OMWP project team will meet as needed with the vendor to provide necessary and relevant background material, context, and information about priority audiences and communication goals. A single point of contact for OMWP will help facilitate ongoing coordination and communication among parties. Before vendor work commences, there will be agreement among parties as to priority materials to develop, agreement as to direction of communications requirements, as well as timing. The specific types of communications materials will be identified through the meetings/calls/communications between OMWP and the vendor.

**How will OMWP and OMA determine success of the deliverables executed?**

The scope of work is designed to ensure that all communications and outreach and promotion to the identified audiences are clear, compelling, and actionable. Vendors who are submitting RFP responses should provide information to support their approaches in successfully engaging manufacturers, sector partnerships, and/or potential participants.

**What metrics are OMWP and OMA currently tracking as it relates to meeting the goals and objectives of their overall initiatives and programs?**

There are a few metrics tracked for this project. However, we’ve identified the following as key: 1.) Train 5,000 apprentices statewide via engaging 12 regional sector partnerships. This is an “industry driven” initiative. 2.) Engage 500-plus manufacturers in employing these 5,000 apprentices. 3.) Launch 25 new apprenticeship programs and modify/enhance 45 existing apprenticeship programs.

**What tools are the organizations currently utilizing to track the above-mentioned metrics? (CRM, Google Analytics, others, etc.)**

A data plan is currently under development – and OMWP plans to procure an electronic participant data platform.

**Is there or will there be media placed that can impact the deliverables?**

We’ll rely on the selected vendor to recommend its approach.

**In working with OMWP and OMA organizations and various audiences, how will the approval of deliverables be handled?**

OMA will designate one person as the primary contact to coordinate approvals of deliverables.

**Is there a specific date(s) or an event(s) that vendors should be aware by which to have all deliverables executed?**

As indicated within the RFP timeline, the contract period is 12/16/2019 through 7/14/2020. Members of the OMWP project team will meet as needed with the vendor to provide necessary and relevant background material, context, and information about priority audiences and communication goals. A single point of contact for OMWP will help facilitate ongoing coordination and communication among parties, including deliverable dates.

**The RFP states that the agency will support the OMWP project team. What are the team's capabilities and/or responsibilities?**

The OMWP lead team includes OMA staff, consultants, and Lorain County Community College (LCCC) staff. Under this grant, the OMA is primarily focused on employer engagement, sector partnership engagement, and engaging leaders from seven state agencies as we work together to expand apprenticeships in advanced manufacturing as a solution to the skills gap. LCCC handles the compliance/fiscal responsibilities of this grant, while serving as a conduit to Ohio TechNet – a consortium of 23 community colleges and six universities focused on manufacturing/engineering programs throughout Ohio.

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