



REQUEST FOR INFORMATION: GRAPHIC DESIGN & SOCIAL MEDIA SERVICES

This Request for Information (RFI) consists of 9 pages beginning with this one.

Employ Milwaukee, Inc. (EMI) is soliciting quotes from qualified professional firms to supply project management services, complying with all terms and conditions described in this document.

Proposals will be accepted no later than **4:00 PM CST, May 9, 2022**. Proposals received after this time will not be accepted. See 3.3 *Submission of the Response*.

Mark all documents **RFI GRAPHIC DESIGN & SOCIAL MEDIA SERVICES**. Email all documents to:

compliance@employmilwaukee.org

ATTN: DEREYA PEDERSEN, CONTRACT & COMPLIANCE MANAGER
EMPLOY MILWAUKEE, INC.
2342 N 27TH STREET
MILWAUKEE WI 53210

Proposals must be manually signed on this EMI form in the space provided below.

Please submit **one (1) digital PDF file**.

I have read the terms and conditions of this RFI and submit for consideration the attached proposal and exhibits, if any.

The fees and costs in this proposal have been arrived at independently, and have not been divulged, discussed, or compared with the proposals of other respondents. No attempt has been made nor will be made to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

Vendor Name:

Telephone Number:

Address:

Website, if applicable:

City, State, Zip Code:



Email Address:

Authorized Signer's Full Name and Title:

Authorized Signature and Date:

Federal Tax ID Number:

1.0 REQUEST FOR INFORMATION OVERVIEW

Project Name: **GRAPHIC DESIGN & SOCIAL MEDIA SERVICES**

RFI Release Date: April 8, 2022

RFI Due Date: **4:00 PM CST, May 9, 2022**

1.1 Definitions

Contractor means each successful respondent awarded a contract.

Agency means the Employ Milwaukee, Inc.

EMI means the Employ Milwaukee, Inc.

Proposer/vendor/respondent means a firm submitting a response to this RFI.

RFI means Request for Information.

1.2 Scope of Services Sought

EMI seeks to establish a list of pre-qualified graphic designers and/or graphic design firms who meet the requirements identified in this Request of Information (RFI). EMI creates and disseminates many different informational and promotional materials and would like to create a list of graphic design service providers who will be hired for individual, short-term, and long-term projects as needed.

EMI also seeks to establish a list of pre-qualified social media service providers who meet the requirements identified in this Request of Information (RFI). EMI has a social media presence on all of the major platforms (i.e., Facebook, Twitter, and Instagram) and would like to create a list of social media service providers who will be hired for individual, short-term, and long-term projects as needed.

Candidates can be graphic designers and/or social media service providers. Candidates with both graphic design and social media service offerings desired, but not required.

Employ Milwaukee, Inc., maintains all rights and ownership of developed material.

Essential Duties and Responsibilities for Graphic Designers include, but are not limited to:



- Produce high-quality graphic design materials
- Assist with the creation and implementation of unique marketing and communications materials
- Create custom models, illustrations, flyers, brochures, and other graphics and infographics
- Work independently and collaboratively to meet project deadlines
- Report to and collaborate with the EMI Public Relations and Brand Manager

Qualified Graphic Designers will have the following knowledge, skills, abilities, education, and experience:

- Great organizational skills
- Education and/or expertise in graphic design.
- Great written and oral presentation skills.
- Strong experience in graphic design
- Expertise in both print and web design with the demonstrated ability to create flyers, brochures,
- Demonstrated range of graphic design services including, but not limited to print design, web design, motion graphics, branding, photography, videography, illustrations, photo manipulation, package design, and advertisements
- Experience with digital marketing and ad campaigns—paid and targeted ads
- Video production experience desired, but not required
- Ability to work independently and collaboratively
- Ability to provide all labor, tools, equipment, and materials necessary to perform services
- Ability to take creative direction
- Ability to multitask and work under deadline
- Samples or links to samples of print and digital design work or campaigns

Essential Duties and Responsibilities for Social Media Service Providers include, but are not limited to:

- Support agency social media and marketing objectives to grow brand, increase awareness, engage various target audiences, and achieve maximum search engine optimization
- Create audience expansion campaigns and/or proposals including, but not limited to, pop-up ads, YouTube ads, and streaming service ads
- Track and report on social media performance and strategy as needed
- Work independently and collaboratively to meet project deadlines
- Report to and collaborate with the EMI Public Relations and Brand Manager

Qualified Social Media Service Providers will have the following knowledge, skills, abilities, education, and experience:

- Great organizational skills
- Education and/or expertise in social media content and ad services.
- Great written and oral presentation skills.
- Strong experience in social media platforms and content services



- Demonstrated range of social media services
- Experience with digital marketing and ad campaigns—paid and targeted ads
- Ability to work independently and collaboratively
- Ability to provide all labor, tools, equipment, and materials necessary to perform services
- Ability to take creative direction
- Ability to multitask and work under deadline
- Samples or links to samples of work or campaigns

1.3 Minority Business Participation

EMI, as a recipient of State and Federal funds, subscribes to the practices below and will fully comply with Federal, State, and Local laws and directives governing non-discrimination, equal opportunity, and affirmative action in all activities.

- No person shall be discriminated against whatsoever on the grounds of race, religion, color, age, sex, disability, or national origin.
- No person shall because of race, religion, color, age, sex, disability, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded entirely or in part by the City, the State, or the Federal Government.
- Affirmative Action shall be taken by all levels of governments, where necessary, to support the underlying objectives of said anti-discrimination policies.

To further support policies relative to affirmative action, equal opportunity, and non-discrimination, EMI will make every effort to ensure that Minority Business Enterprises have the maximum practicable opportunity to participate in construction contracts and in the procurement of goods, professional services, and supplies.

Contractors are encouraged to indicate in their RFI response if they are a certified minority business as certified through the State of Wisconsin. A listing of certified minority businesses, as well as the services and commodities they provide is available from the Department of Administration, Office of the Minority Business Program, 608-267-7806. The listing is published on the Internet at:

<http://www.doa.state.wi.us/dsas/mbe/index.asp>.

2.0 ABOUT EMPLOY MILWAUKEE, INC.

It is expected that successful vendors will establish a strong partnership with EMI. As a strong partner, successful vendors will need to become fully acquainted with EMI. EMI is a 501(c) 3, non-profit organization. As the workforce development board for Milwaukee County, EMI is committed to supporting Milwaukee County residents in their search for economic self-sufficiency and supporting local businesses by collaborating with them to create a talent pipeline for a knowledge-based economy. EMI manages a sector-focused education, training and employment system that involves local educators, prospective training operators, area employers, job seekers and employees.

EMI's workforce strategy coordinates labor demand (employer-identified talent and skill needs) and labor supply (individuals with varying levels of education, skills, and barriers to employment) with a goal of



connecting people to employment for a lifetime. EMI is at the center of this model, serving as a workforce intermediary that brings together all of the workforce and economic development partners for planning and coordination purposes.

EMI's Industry Advisory Boards are employer-driven and deeply committed to providing labor demand expertise in regional growth sectors including manufacturing, construction, hospitality, financial services, and healthcare. Representing labor supply is the EMI Coordinating Council, a formal network of community-based organizations that provide specialized services to address barriers to employment for residents.

More information on EMI can be found at www.employmilwaukee.org.

3.0 INSTRUCTIONS TO THE VENDOR

3.1 Communication/Questions

Vendors are expected to raise any questions, or additions they have concerning the RFI document as soon as they become aware of them. Any questions or requests for clarifications must be directed **in writing** to compliance@employmilwaukee.org no later than April 20, 2022 at 4 PM CST. The subject line of the email must be labeled “**RFI GRAPHIC DESIGN & SOCIAL MEDIA SERVICES QUESTION.**” The only contact allowed with EMI staff is through compliance@employmilwaukee.org as stated above. **Unauthorized contact of any EMI employee is cause for rejection of the RFI response.** Any additional information or clarifications that are provided to one bidder will be provided to all bidders in the form of an addendum posted to the EMI portal at <http://www.employmilwaukee.org>. Vendors are responsible for checking this site for any addenda that may be issued.

3.2 Calendar of Events

The dates set forth below are for informational purposes only. All dates are tentative and subject to change.

Milestone	Date
Issue RFI	04 / 8 / 22
Deadline for Submission of Written Questions	04 / 20 / 22
Posting of Written Questions and Answers	04 / 27 / 22
Proposal Due Date	05 / 9 / 22

3.3 Submission of the Response

Respondent must email **one (1) PDF file** to:

compliance@employmilwaukee.org

ATTN: DEREYA PEDERSEN, COMPLIANCE MANAGER

EMPLOY MILWAUKEE, INC.

2342 N 27TH STREET

MILWAUKEE WI 53210

3.4 Evaluation Criteria

EMI management will evaluate proposers' responses to each of the RFI requirements. Proposals should be complete on their face. However, after opening of responses, EMI reserves the right to waive irregularities in



any proposal, to request clarifying information it deems appropriate from one or more respondents, to request supplemental information from all of the respondents, and to factor any additional information into the evaluation. EMI may or may not require oral presentations of a group of finalists in person or on the telephone and may request further information from those finalists. All proposals that are deemed qualified will be included on a project management list for use in future projects, contingent upon available funding and agency needs. Respondents will be contacted on a case-by-case basis for consulting work.

4.0 PROPOSAL FORMAT AND CONTENT

Responses are to be formatted and tabbed in the form and sequence described in Section 4. Responses not following the format outlined will not be considered. The evaluation and selection of a vendor will be based on the information submitted in the vendor's response. Elaborate proposals (*i.e.* expensive artwork) beyond that sufficient to present a complete and effective response, are not necessary or desired. Additional data can be provided in appendices. Quality, not quantity, is desired.

4.1 Response Organization

TAB A: Signed Cover Page

The EMI cover page must be signed by a vendor representative authorized to make contractual obligations and submitted as Tab A of the response. Please include all contact information.

Failure to include this in your response will result in rejection of the RFI.

TAB B: RFI Response (Excluding Price)

Section 1: Vendor References (10%)

Present your firm's proven track record by providing three client references. Please provide organization names and addresses, along with the names and phone numbers of the individual(s) you would propose EMI contact for references. These should ideally be projects at which your proposed candidates played a project manager role. EMI reserves the right to contact or visit any party listed as a reference that has previously used or is presently using your products or services in a manner similar to those being proposed. EMI also reserves the right to use other sources to obtain information about the proposed products and services.

Section 2: Proposer's Qualifications /Experience with Like Projects (50%)

Describe your previous experiences creating, managing, and implementing scaling graphic design projects. Describe any graphic design experience, certifications, and/or credentials.

Section 3: Statement of Familiarity with EMI (10%)

Explain your knowledge and understanding of EMI and the public workforce system.

TAB C: RFI Response (Cost Proposal Worksheet) (30%)



You must fill out the Cost Proposal Worksheet (Exhibit A) with your pricing. If the Cost Proposal is not clear, you may ask questions as set for herein in section 3.1

Failure to include your pricing on the Cost Proposal Worksheet (Exhibit A) will result in rejection of the RFI. Do NOT submit cost information in any other format.

TAB D: Designation of Information as "Confidential" or "Proprietary"

You may fill out and submit the attached "Request to Designate Information as Confidential or Proprietary" form if you seek to designate any portion of your response as confidential or proprietary. Please note that the Board is bound by the Wisconsin Public Records Law, and as such, all of the terms of this Contract are subject to and conditioned on the provisions of Wis. Stat. § 19.21, *et seq.*

TAB E: Additional Materials, Brochures, Etc.

Please only include relevant and necessary information.

5.0 Contracts

EMI will not sign a vendor's forms or contracts. Unless otherwise indicated, awarded vendor will be required to sign EMI's Professional Services Contract.

6.0 Appeals

Appeal may be filed at any time during the procurement process, but not later than 5 days after EMI's public notification of bid tabulation and recommendation of award. Information on the written appeal process is available upon request.

Exhibit A

Employ Milwaukee, Inc.

Request for Information (RFI) – GRAPHIC DESIGN & SOCIAL MEDIA SERVICES

Respondent Name:

Costs submitted shall be all-inclusive, including but not limited to, salary costs, employment taxes, any and all travel costs, administration costs, overhead costs, required screenings, background checks, training, etc. Please clarify where necessary in order to give a clear picture of actual costs versus those that are additional if services are provided.

Rates must be guaranteed for at least 24-months.

Rates can be submitted per federal grant proposal and/or per hour.

A range of prices is not acceptable (e.g. \$20.50/hour” is acceptable but “\$15.00-\$25.00/hour is not).

Cost Proposals must be on this completed Exhibit A form. Any modifications to this form or any other form submitted may be considered non-responsive. Any supplemental pricing information attached or referenced will not be considered.

Cost Component	Fee Amount	Description
Cost Per Graphic Design Project		
Cost Per Social Media Campaign / Project		
Graphic Design Services Cost Per Hour		
Social Media Services Cost Per Hour		

REQUEST TO DESIGNATE INFORMATION AS “CONFIDENTIAL” OR “PROPRIETARY”

The attached material submitted in response to the Graphic Design & Social Media Services RFI includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Statutes., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this bid/proposal response be treated as confidential material and not be released without our written approval.

Prices always become public information when a contract is awarded and executed, and therefore cannot be kept confidential.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Statutes as follows: “Trade secret” means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request that the following pages not be released:

<u>Section</u>	<u>Page #</u>	<u>Topic</u>

In the event the designation of confidentiality of this information is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality or proprietary, and agrees to hold Employ Milwaukee, Inc. (EMI) harmless for any costs or damages arising out of EMI agreeing to withhold the materials.

Failure to include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to examination and copying. EMI considers other markings of confidential or proprietary in the bid/proposal document to be insufficient. The undersigned agrees to hold EMI harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: _____

Signature of Authorized Representative: _____

Name and Title of Authorized Representative: _____

Date: _____