



REQUEST FOR PROPOSAL

GST Michigan Works! is seeking proposals for Digital Marketing Services. All proposals must be submitted for consideration by **Friday, May 2, 2025, at 5:00 p.m.** Proposals will be accepted via email to communications@gstmiworks.org

Posted: Monday, April 21, 2025

Submit questions to: communications@gstmiworks.org

About Us

GST Michigan Works! (GSTMW!) is one of sixteen Michigan Works! agencies across the state, delivering workforce development programs that help employers find skilled talent and assist job seekers in preparing for, securing, and retaining employment. GSTMW! is governed by a Board of Commissioners representing Genesee, Huron, Lapeer, Sanilac, Shiawassee, and Tuscola counties. In addition to this governing board, a 21-member, region-wide Workforce Development Board (WDB) provides leadership in shaping the organization's vision and strategic planning.

Purpose

GSTMW! is seeking proposals from qualified digital marketing individuals or agencies to establish a contract through competitive negotiation. The selected provider will deliver efficient, results-driven, and cost-effective digital marketing solutions aimed at increasing visibility within our service area, targeting both Industry and Talent.

Background

Since 2016, GSTMW! has applied successful digital marketing strategies focused on brand building, marketing automation, digital advertising, enhancing our website and social media presence. These efforts have significantly increased our audience, and we aim to continue this momentum in support of our mission:

**GST MICHIGAN WORKS! CONNECTS AND PROVIDES EMPLOYERS AND
JOB SEEKERS WITH THE ASSETS THEY NEED TO
WORK TOGETHER IN BUILDING A PROSPEROUS REGION.**

Scope of Services

Below is a summary of current digital marketing tasks and activities at GST Michigan Works! (GSTMW!). This list is not exhaustive but should guide respondents in developing cost proposals. Awarded vendors must be prepared to assume responsibility for these tasks upon contract initiation.

Digital Marketing & Website Services

- **Website Management**
 - Hosting, development, and maintenance
 - Website analytics and traffic reporting
 - Online customer data collection and analysis
 - CRM integration with AGS Prime workforce system
 - Identification of anonymous web traffic
 - Implementation of lead conversion systems
 - Behavior tracking with reporting access for GSTMW! staff
- **Marketing Automation**
 - Maintain an automated marketing system with user access for staff.
 - Create white paper content for automation.
 - Execute email automation (including 24-hour delivery upon request)
- **Digital Campaigns & Content Development**
 - Develop monthly campaigns in collaboration with GSTMW! communications staff.

- Create dynamic and engaging content (copy, graphics, video)
- Manage demographic/geographic targeting and ad bidding.
- Coordinate and schedule social media and digital ads using up-to-date platforms.
- Social media management to include posting, copywriting, graphics, community engagement, ad management, and social listening.
- Track and report on digital conversations.
- Conduct monthly in-person performance review meetings with GSTMW! communications staff.

Graphic Design, Brand Identity & Integrity

Maintaining and improving GSTMW!'s brand identity is a top priority. The selected vendor will:

- Collaborate with communications staff to create a consistent process for high-quality design and content.
- Design all GSTMW! print collateral and leave-behind materials.
- Develop signage such as posters, banners, billboards.
- Support co-branding with partner organizations.
- Ensure brand consistency across print and digital platforms.

Special Projects (As Needed)

Examples of special projects may include:

- Annual Report coordination and development
- Special event planning (e.g., annual MiCareerQuest™ East)

Special project pricing will be determined in consultation with GSTMW! management and the contracted vendor on a case-by-case basis.

Proposal Objective & Evaluation Criteria

The objective of this RFP is to secure a contract with an individual or agency capable of delivering the tasks outlined in the scope of services. Respondents must assign estimated time and associated costs for each task or project. This information should result in a proposed annual cost and a comprehensive budget document.

Proposal Requirements & Considerations

Proposals will be evaluated based on several factors, including:

- Demonstrated understanding of the Michigan Works! system and GST Michigan Works!
- Familiarity with the Workforce Innovation and Opportunity Act (WIOA)
- Knowledge of GSTMW! programs, services, and target audiences

Each objective listed below must be directly addressed within the proposal:

- Enhance brand awareness of GST Michigan Works! and promote long-term engagement with Industry and Talent.
- Increase public and business sector awareness of GSTMW! programs and services.
- Generate consistent, high-quality media coverage in relevant outlets.

Apply a fresh, creative, and integrated digital strategy to promote the GSTMW! brand. Coordinate digital marketing efforts with traditional media campaigns (print, radio, television, events) in collaboration with GSTMW!'s PR/Communications staff.

GSTMW! reserves the right to request additional information or clarification from respondents. Proposals missing the required components may be deemed non-responsive and excluded from consideration.

Specification and Scoring

Respondents should provide responses for each question or action requested below. Failure to do so may result in the application being considered non-responsive. The Specification responses should be placed directly behind the Cover Page, which will be considered the first page of your proposal document.

Prior Experience

1. Describe your experience providing digital marketing services to other companies? Provide the contact information (name, company, telephone number and email address) for 2-3 references. (10 points)
2. Have you ever done business with GSTMW! before? If yes, please explain. (5 points)
3. Describe in detail the digital marketing experience of the staff that will be assigned to manage this work, including overall supervision. (20 points)

Organizational Capability

4. Provide general information about you/your company. State the mission and purpose of your agency. Describe your financial situation, organizational structure, management team and achievements in marketing and public relations. Declare any conflict of interest that may result if awarded a contract with GSTMW! (5 points)
5. How many people will work on this project? Provide the name (if known) and describe the role that each will perform. Provide any relevant digital marketing certifications held by staff assigned to this project. Name the person who will be the primary contact if awarded the contract. (10 points)
6. How will you ensure that established deadlines are met? (5 points)

Program Design / Technical Approach

7. What does the concept of "branding" mean to you/your agency? (8 points)
8. The Workforce Development Board (WDB) meets quarterly in Lapeer, Michigan. A Communications report is presented during each of these meetings. Can you/your organization commit to presenting during these times if necessary? (5 points)

Price and performance

9. Total annual cost (10 points)
10. Method for tracking performance (10 points)

Understanding and Requirements

11. Explain your knowledge of GSTMW! (15 points)
12. State what you know about the following (7 points):
 - a. WIOA – Workforce Innovation & Opportunities Act
 - b. GSTMW! services offered to Industry and Talent

INSTRUCTIONS ON PROPOSAL SUBMISSION

I. Closing Submission Date

Proposals must be **received** via email to communications@gstmiworks.org no later than **5:00 p.m. on Friday, May 2, 2025**. Proposals are to be submitted via email only. **Late proposals will not be considered.**

II. Inquiries

All questions must be submitted via email to communications@gstmiworks.org. Questions and answers will be posted in the RFP section of our website within 72 hours of receipt at www.gstmiworks.org

III. Proposals Instructions to Respondents

1. Respondents must respond completely and accurately to all questions and other items calling for information. Failure to do so will subject the proposal to disqualification.
2. Respondents must adhere strictly to the proposal instructions and format. Failure to do so will subject the proposal to disqualification.
3. Respondents will be able to download the RFP from the GSTMW! website (www.gstmiworks.org)
4. The following parts specifically require responses and/or signatures from the Respondent:

**Part I Cover Sheet and Proposal Offeror Information
(Signature Required)**

Part II Contract Requirements (Signature Required)

Part III Proposal Narrative Instructions

Payment

GSTMW! may negotiate a payment schedule with the provider awarded. The award will go to the responsible firm whose proposal is most advantageous to the GSTMW! and programs based on price and other evaluation factors. GSTMW! reserves the right to exercise the option to renew the contract for up to two additional one-year periods (July 1, 2026 – June 30, 2027, and July 1, 2027 – June 30, 2028) based on contractor performance and funding availability.

GSTMW! reserves the right, with no penalty, to change the budget and services may be added or deleted, as necessary. Upon issuance of a contract, both parties will have the option to terminate the contract upon 30 days' written notice to the other party. Based

upon information provided in this request for proposal, bidders should prepare a budget to assist you in quoting a flat annual rate and total fee per period for each period.

To ensure that this mutual relationship starts well, the method of billing and hourly rates for additional services (if any) should be fully detailed in the bidding proposal. (Project/Time reports will need to be included in monthly billings.)

RFP STIPULATIONS

As a recipient of Federal and State funds, GSTMW! must procure on an open, competitive basis. A proposal must clearly set forth all responses in the format required by the RFP to be considered. Any proposals may be rejected in whole or in part. GSTMW! reserves the right to rescind this RFP in whole or part. GSTMW! shall not be responsible to any bidder or potential bidder for any costs incurred or opportunities lost in responding to this RFP or in deciding not to respond.

To ensure the integrity of this procurement, bidders shall make special efforts to prevent fraud and other abuse. Fraud includes deceitful practices and intentional misconduct such as willful misrepresentation. "Abuse" is a general term that encompasses improper conduct that may or may not be fraudulent in nature. While federal legislation is not specific, possible problem areas could include the following: conflict of interest, kickbacks, bribes, nepotism, political patronage, political activities, and sectarian activities. Bidders that are found to violate the abuse standards will be disqualified. Bidders are required to report immediately any violations in these areas or in problem areas that may later be defined.

Information provided by a proposer that is willingly, knowingly, and purposely false, inaccurate, or misleading, will be grounds for not considering a proposal for funding, for not awarding a contract, or for canceling a contract if awarded.

Any bidder that attempts to exchange information with any other potential bidder to gain competitive advantage shall be subject to disqualification. In addition, any bidder who attempts to discuss the proposal with, or offer anything of value to any GSTMW! officer, director, staff person, agent or representative during this procurement process shall be subject to disqualification.

GSTMW! operates an equal opportunity procurement process. Upon request, GSTMW! can make this RFP available in large print or alternative format. Auxiliary aids and services are also available upon request to individuals with disabilities. TDD Service available through the Michigan Relay Center at 1-844-578-6563 or 7-1-1.

Neither the proposer nor anyone, with whom the proposer shall contract, shall discriminate against any person employed or applying for employment concerning the performance of the proposers' responsibilities under this agreement.

The successful bidder shall be required to comply with all applicable federal and state laws prohibiting discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth and related medical conditions, sex stereotyping, transgender

status, and gender identity), national origin (including limited English proficiency), age, disability, genetics, familial status, veteran status, height, weight, arrest without conviction political affiliation or belief, or any characteristic or activity protected by Federal or State laws and regulations.

Disclaimer/Right to Reject/Cancel/Terminate

This RFP does not commit GSTMW! to award a contract, to pay any cost incurred in the preparation of a proposal to this request, or to procure or contract for services. GSTMW! reserves the right to accept or reject any or all proposals received as a result of this request. GSTMW! can cancel this RFP, in part or in its entirety, if it is in its best interest to do so.

GSTMW! may require selected offerors to participate in negotiations and submit any costs or other revisions to their proposals. GSTMW! is not liable for costs incurred by the offerors before the signing of a contract and/or written authorization from GSTMW! to proceed with the services.

Termination Prior to Completion:

GSTMW! reserves the right to terminate its commitment if the successful bidder fails to make sufficient progress toward project completion or if GSTMW! receives funding reductions that make the proposed project unfeasible. The determination of the sufficiency of grounds for termination under this clause shall be within GSTMW!'s sole discretion.

Small and Minority Owned Businesses, Women's Business Enterprises

GSTMW! will make an effort to utilize small and minority-owned businesses, women's business enterprises, and Labor surplus area firms when possible. An Offeror qualifies as a small business firm if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201) by having average annual receipts for the last three fiscal years of less than six million dollars.

Award

Upon conclusion of final negotiations with the successful bidder, GSTMW! may award a contract based on offers received, without discussion of such offers. Accordingly, each offer should be submitted on the most favorable terms from a price and technical standpoint. GSTMW! reserves the right to request additional data or to request an oral presentation in support of written proposals. **Please do not contact GST Michigan Works! to check the status of the proposal.**

RFP Appeal Process

In accordance with applicable regulations, proposers who are denied funding have the right to appeal. The following steps must be taken for organizations to appeal funding decisions.

1. Submit a letter within three (3) business days from the date of the contract award to the Chief Executive Officer of GST Michigan Works! stating that an appeal to the contract award is being filed and the specific reasons for that appeal are based on the four criteria below:
 - a. Clear and substantial error or misstated facts upon which the decision was made by the WDB. An appeal will not be accepted if it attempts to modify or include additional information to the original proposal.
 - b. Unfair competition or conflict of interest in decision making process.
 - c. Any illegal or improper act or violation of law. The basis shall be explicitly stated and make specific reference to appropriate sections of law, regulations, and/or contracts.
 - d. Other legal basis on grounds that may substantially alter the WDB decision.

The Chief Executive Officer will review the appeal and respond within ten (10) business days. In the event the Chief Executive Officer's response is not satisfactory to the proposer, an appeal to GSTMW!'s Executive Committee may be requested. The request must be addressed in writing within ten (10) business days from receipt of a response from the CEO. The appeal will be heard by members of the Executive Committee at a time set by the Chair. The decision of the Executive Committee will be issued within five (5) business days. This decision is final. No additional appeal process is available.

PART I

**PROPOSAL FOR PUBLIC RELATIONS AND MARKETING
TO GST MICHIGAN WORKS!
PROPOSAL OFFEROR COVER SHEET AND SUMMARY INFORMATION**

Organization Name: _____

Address: _____

Contact Person: _____

Phone #: _____ Fax: _____

Email address: _____

Employer Tax ID: _____ DUNS# _____
(If applicable)

Type of Organization: Private for Profit Private Non-Profit
 Public Government Other (specify)

The Certification Statement below must be signed by an official authorized to bind the Offeror in a sublease/contract.

Signature

The above signed does hereby accept all the terms and conditions of the Request for Proposal (RFP), including RFP stipulations and specifications. The bidder also certifies that the information in this proposal is correct to the best of its knowledge and belief and the filing of this proposal has been fully authorized by the organization submitting the proposal and that the submitting agency is an Equal Opportunity Employer (if applicable).

Printed Name

Title

Date

PART II

CERTIFICATIONS

On behalf of the Offeror:

The individual signing certifies that he/she is authorized to contract on behalf of the Offeror.

- A. The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to any employee of the Offeror.
- B. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for restricting competition.
- C. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
- D. The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
- E. The individual signing certifies that he/she has read and understands all of the information in this Request for Proposal.
- F. The individual signing certifies that the Offeror, and any individuals to be assigned to the organization does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state, or local government.

Organization Authorized Signature

Date

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to be best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, any officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or any employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying, in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1325, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for such failure.

Organization Authorized Signature

Date

**Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
Lower Tier Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, participants' responsibilities. The regulations were published as Part VII of the May 26, 1988, Federal Register (pages 19160-19222).

- (1) The prospective recipient of federal assistance funds certifies, by submission of this certification, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.
- (2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this certification.

Organization Authorized Signature

Date

CERTIFICATE OF COMPLIANCE WITH PUBLIC ACT 517 OF 2012

I certify that neither _____ (Company), nor any of its successors, parent companies, subsidiaries, or companies under common control, are an "Iran Linked Business" engaged in investment activities of \$20,000,000.00 or more with the energy sector of Iran, within the meaning of Michigan Public Act 517 of 2012. In the event it is awarded a Contract as a result of this Request for Proposals, Company will not become an "Iran Linked Business" during the course of performing the work under the Contract.

NOTE: IF A PERSON OR ENTITY FALSELY CERTIFIES THAT IT IS NOT AN IRAN LINKED BUSINESS AS DEFINED BY PUBLIC ACT 517 OF 2012, IT WILL BE RESPONSIBLE FOR CIVIL PENALTIES OF NOT MORE THAN \$250,000.00 OR TWO TIMES THE AMOUNT OF THE CONTRACT FOR WHICH THE FALSE CERTIFICATION WAS MADE, WHICHEVER IS GREATER, PLUS COSTS AND REASONABLE ATTORNEY FEES INCURRED, AS MORE FULLY SET FORTH IN SECTION 5 OF ACT NO. 517, PUBLIC ACTS OF 2012.

(Name of Company)

By: _____

Date: _____

Title: _____

Subscribed to and sworn before me,
a Notary Public, on this ____ day of _____, 20__.

_____, Notary Public

_____ County, State of Michigan Acting in _____ County,
Michigan

My Commission Expires: _____

PART III

A. SUMMARY INFORMATION

Fee Period	Total Fee Per Period
July 1, 2025 - June 30, 2026	
July 1, 2026 – June 30, 2027	
July 2, 2027 – June 30, 2028	

B. PROPOSAL NARRATIVE INSTRUCTIONS (SEE PAGES 4-5)

CONFLICT OF INTEREST FORM

GST Michigan Works! Board Members and Staff

GST Michigan Works! Staff, Board Members, and Board Members are listed below. In the space provided, indicate and describe any business, employment, or family relationships your organization or any staff members of your organization may have with any GSTMW! Board Members or Staff. In addition, indicate any such relationships with any elected official of Genesee, Huron, Lapeer, Sanilac, Shiawassee, and Tuscola Counties. Attach additional pages if necessary. If none, indicate by "N/A."

Workforce Development Board			
Avendt, Scott	Gaudet, Dan	Mosier, Brianna	Shelton, Mary
Baird, Rick	Hipes, Howard	Nas, Paula	Sheppard, Daniel
Batistoni, Peter	Kappen, Jason	Panduren, Leanne	Turner, Rafael
Byers, Kimberly	Kunisch, Chuck	Mosier, Brianna	Zahn, Correen
Collison, Dennis	Lewis-Jennings, Tracie	Prill, Yvonne	
Gasso, Rochelle	Mose, Sandi	Rogers, Lisa	
Local Elected Official – Governing Board			
Avery, James	Haggadone, Brad	Loyd, Delrico	Wise, Greg
Babcock, Mary	Howell, Gary	Lutz, Bill	
Ballard, Roger	Khoury, Sami	Moody, John	
Brodeur, Greg	Koch, Matthew	Murphy, Joe	
GST Michigan Works Staff			
Albee, Sophia	Harper, Nancy	Motter, Laura	Rock, Sheila
Aleck, Deb	Jeffery, Marcie	Nowicki, Deb	Sadler, Bart
Barry, Raymond	Junga, Amanda	Palmer, Carol	Schornack, Angel
Beattie, Scott	Kerbyson, Jody	Parsons, Kiya	Schueler, Chris
Billiau, Jessica	Kuenzli, JulAnn	Paxton, Wendy	Shantz, Emma
Bowen, Sharon	Latham, Erich	Peabody, Roman	Thornthwaite, Cindy
Burns, Jessica	Leslie, Kathy	McGee, Mike	Thrall, Amanda
Byrnes, Holly	Libkie, Angela	Powell, Heidi	Tiedeman, Tara
Chrismer, Katie	Lindsey, Ryan	Rak, Tonya	Watson, Shakesha
Chrivia, Joleen	Lorah-Hammond, Mary	Rambow, Treva	Willcox, Haymet
Condra, Beth	Polmanteer, Stephanie	Rancour, Greg	Woodruff, Katherine
Conroy, Wendy	McGrandy, Shawn	Reynolds, Roy	Woodward, Genna
Cook, Kelly	McKellar, Skylar	Rich, Rochelle	Young, Stephon
Diegel, Tori	Morato-Williams, Patricia	Ritchie, Jennie	Zambron, Cindy
Grant, Cheryl	Morehead, Roxanne	Ritz, Dannelle	

Relationships: