

Marketing RFP Questions & Answers

Bidder #1

Question 1: Will you clarify your current website(s) that you want evaluated? Upon a Google search of Olympic Consortium, there are two pages that appear:

<https://www.kitsap.gov/hs/Pages/OWDC%20Olympic-Consortium-Board.aspx>

<https://www.kitsap.gov/hs/Pages/OWDC--LANDING-Home.aspx>

Answer: The Olympic Consortium requests the selected bidder(s) to evaluate our entire website which consists of the following:

- [OWDC-Landing-Home](#)
- [OWDC-Olympic Consortium Board](#)
- [OWDC-Olympic Workforce Development Council page](#)
- [OWDC-Executive Board](#)
- [OWDC-Policy and Procedures](#)
- [OWDC-Contracts](#)
- [OWDC-Local Integrated Workforce Plan](#)
- [OWDC-Performance Dashboard](#)
- [OWDC-Rapid Response](#)
- [OWDC-Active RFPs](#)

Question 2: Do you have Google Analytics data available for the website(s)? If so, can you share the dashboard for the past year?

Answer: The Olympic Consortium is a division of Kitsap County Human Services Department. Therefore, the data analytics are based on Human Services Department not the individual divisions within the department.

Question 3: Do you currently engage in social media? If so, please provide the URLs of your platforms?

Answer: The Olympic Consortium nor the Olympic Workforce Development Council have formal social media engagement aside from occasional posts on our director's personal LinkedIn.

Question 4: What outreach activities have you undertaken to date to meet the RFP objectives?

Answer: Except for the mutual distribution of our program outreach materials by our subrecipients, neither the Olympic Consortium nor the Olympic Workforce Development Council have specific outreach initiatives aimed at promoting awareness of the board or council's role and value.

Question 5: Which of these outreach strategies have proven most effective?

Answer: The Olympic Consortium nor the Olympic Workforce Development Council have outreach initiatives.

Question 6: How do you currently measure the effectiveness of outreach strategies?

Answer: Since the Olympic Consortium nor the Olympic Workforce Development Council have any outreach initiatives, there are no measures in place to assess the effectiveness of such strategies.

Question 7: Do you have staff assigned to outreach? If yes, please describe their titles and roles?

Answer: The Olympic Consortium and the Olympic Workforce Development Council are a staff of three and due to our limited capacity, none of the staff are tasked with outreach responsibilities. However, staff do participate in various chambers of commerce throughout the region, although this participation is not part of an organized outreach strategy.

Question 8: Are you currently meeting WIOA performance metrics? Which market segments are the most problematic to recruit (e.g., dislocated workers, youth, adult job seekers).

Answer: In our region, meeting WIOA Dislocated Worker Performance targets is challenging, particularly when it comes to recruiting from our underserved populations. We aim to implement outreach strategies that prioritize engaging businesses, connecting jobseekers with these businesses, especially within our underserved and indigenous communities.