



**Heart of Texas Workforce Development Board, Inc.
dba Workforce Solutions for the Heart of Texas
March 14, 2019
Request for Quotes #13190201
Writing Consultant**

Purpose:

The Heart of Texas Workforce Development Board, Inc., (the Board) is soliciting quotes for an independent, qualified consultant to develop and update the Board's Communications Standards Guide & Templates document; Branding Guidelines; publications and reports as needed; and to provide content management services for print and digital content.

The Board will enter into a one-year, cost-reimbursement contract with the option to amend and/or renew up to three (3) additional years, depending upon an annual review of contract performance and the continued availability of funding. The initial contract will begin on or around Monday, April 1, 2019.

The Heart of Texas Workforce Development Board, Inc. (the Board) reserves the right to reject all quotes or to waive any irregularities in any quotes, and to be the sole judge of the merit and qualifications of products and services offered and may accept whatever quote is deemed to be in the best interest of the Board.

Background:

The Heart of Texas Workforce Development Board, Inc. (the Board) serves as the administrative entity for federal and state workforce programs and funds allocated to the six-county Heart of Texas workforce development area that serves the counties of Bosque, Falls, Freestone, Hill, Limestone, and McLennan. The Board is a non-profit corporation in the State of Texas and maintains a 501(c)(3) tax-exempt status from the IRS. The Board's primary responsibility is to provide policy and program guidance and to exercise independent oversight and evaluation of workforce development programs and services that affect area employers, job seekers and residents. An essential goal of the Board is the development and implementation of coordinated activities among local workforce system programs.

General Requirements:

The Heart of Texas Workforce Development Board, Inc. solicits quotes for an independent, qualified consultant. Qualified candidates will have a minimum of eight (8) years of communication and/or marketing experience, content writing experience, actual workforce

development experience, demonstrated effectiveness, and have extensive knowledge of the Heart of Texas region.

Scope:

The contracted consultant will be expected to:

Develop and update existing documents; including, but not limited to, the Board's Communications Standards Guide & Templates document; Branding Guidelines; and other publication and reports; and assess the performance of the Board's overall communication strategy. Training staff on the use of various guides and other written material may also be required.

Provide content management service for the Board's print and digital media. Plan and create and edit content for print, web and other digital media.

Other writing tasks not specified here may be required as needed.

Quotation of Services:

The Board is requesting a quotation of services that includes:

- an hourly rate for services,
- a resume,
- three (3) references that have direct knowledge of your work as it relates to workforce development,
- demonstrated effectiveness in the form of two (2) examples of complex workforce development writing done in the last two years,
- a narrative of no more than three (3) pages that details your experience as a writer, in providing workforce writing services.

Submission:

All information requested must be through individual letterhead inclusive of address, phone, fax number, and email address. **Please submit all information no later than 12:00 pm (noon CST) on Monday, March 25, 2019.** The information requested may be emailed to Eunice Williams at Eunice.williams@hotworkforce.com, mailed, or hand-delivered to: Heart of Texas Workforce Development Board, Inc., Attn: Eunice Williams, 801 Washington Avenue, Suite 700, Waco, Texas 76701.