

Bidders Conference – Healthcare Career Pathways outreach  
Thursday, March 16, 2023  
Land of Sky Regional Council office, West Asheville and via Zoom  
10:00 am

### Attendees

1. Nathan Ramsey, Executive Director, Land of Sky Regional Council and Director, Mountain Area Workforce Development Board
2. Jared Kay, Amplified Media
3. Linda Ruhland, Amplified Media

Bidder's conference opened at 10:03 am. Nathan Ramsey provided a brief overview of the Construction/Skilled Trades Career Pathways and Tech/IT Career Pathways outreach project and then opened up the floor for questions. The RFPs were released on February 27, 2023 and the notice appeared in the Asheville Citizen Times and shared the critical dates for the RFP.

1. **You mentioned the information provided once the bid has been awarded, those carer pathways charts will be one of the provider assets?** Yes. The firm will not be responsible for that, Mountain Area Workforce Development Board will provide the content.
2. **Once the bid is awarded, will there be a board staff member or point person that we can strategize with and have follow up meetings with to gain knowledge and information from?** Right now the contact will be Nathan Ramsey. There may be other staff members involved based on the bandwidth of staff.
3. **But there will be follow-up conversations and opportunity following an award?** There will be. As we go through this process firms should ask any questions regarding the details of this project and the development of their proposal and we will respond with as much specificity as we can. We have a shorter time window than some RFPs in the past. We will be responsible for coordinating the employer engagement and selecting the individual who will be telling their story as the individual will be featured in the career profiles The firm will then coordinate a time with the employer. .
4. **So you will be responsible for coordinating the firm and the individual?** Yes.
5. **Are postcards part of the deliverables?** If you can give us some quotes for the postcards. The firm can provide the cost estimate based on the number of postcards. Certainly that cost will depend on the quantity.
6. **Will there be social media outreach and management be included as part of this proposal?** No. That was not included in this proposal. When will released proposals for what would eventually become Mountain Area Careers [mountainareacareers.org](http://mountainareacareers.org) that wasn't available. Firm will be providing us the content, the videos, the stories the narrative which we can post on social media platforms. This is just integrating what we already have. I would note as part of negotiation of the contract with the firm there are some things in our current website which need updating and we will ask the firm to include those updates in the total contract. The website is hosted by Integritive.

7. **Is there any requirement to integrate with the NCWorks app?** We would want to integrate our work with NC Careers which is a state portal. There are not existing resources highlighting local companies in these sectors in Western North Carolina.
8. **It sounds like we would need to meet with your team if awarded the project to strategize on the key messaging?** Yes. We anticipate there will be multiple meetings very quickly to design and strategize the key messaging. You won't be responsible for creating the content for the career pathway.
9. **On the video side will there be any long-form video?** Not necessarily. We will see where the bids come in from the proposals. We have indicated we have up to \$50,000 for each sector but that is a maximum so it could be less. There isn't a minimum amount. If the firm could provide cost quotes for long form video we will evaluate that with the overall proposal.
10. **We typically capture supplemental photography with videoing, will there be supplementary photography required?** Yes. This photography should be able to be obtained during the videoing segment. The still pictures should be high quality and sufficient for sharing on multiple platforms. The video and photography need to be compelling to job seekers, dislocated workers and youth. The purpose of this outreach is to increase career awareness.
11. **Were you seeking any analytics from the website?** I assume Integritive can give us these reports. Firms can provide guidance on how to share this content more effectively. Right now the weakness of our current outreach is people may not be aware of the website content. We are not asking firms to create new platforms or to replace any current MAC content except in a few instances.
12. **From the billing perspective, are you liable to pay sales taxes?** Include sales taxes in your proposal. Land of Sky Regional Council can request reimbursement for sales taxes. The \$50,000 amount does not include sales taxes. The purpose of providing a dollar amount is to give guidance so firms don't exceed funding availability.

The bidder's conference concluded at 10:30 AM.