



January 10, 2024

REQUEST FOR INFORMATION (RFI)

Marketing and Outreach for Washington Grant for Apprenticeships

ANNOUNCEMENT

The Washington Student Achievement Council (WSAC) is a cabinet-level state agency. We work to raise educational attainment through strategic engagement, program management, and partnerships. WSAC is in the process of developing specifications for Marketing and Outreach for Washington Grant for Apprenticeships. We currently do not have a specific contract to support WGA.

BACKGROUND

By statute, WSAC provides strategic planning, oversight, advocacy, and programs to support increased student success, higher levels of educational attainment and targeted workforce needs in Washington. Programs administered by WSAC includes those that provide state funds such as, financial aid to eligible students and professionals pursuing college credits, apprenticeships, certificates, and degrees. Those who receive aid, do so upon the conditions and requirements set forth by the individual programs that provide funding.

As of December 31, 2024, approximately 1,400 apprentices have received support from the Washington Grant for Apprenticeship (WGA). As of December 31, 2024, WGA apprentices are supported by 36 sponsors.

WSAC is interested in significantly growing and expanding the number of apprentices and sponsors across all regions in Washington State, particularly on the “eastside” of the state.

WSAC is looking for vendors that have significant knowledge and experience supporting apprenticeship marketing and developing outreach programs to increase the access to apprenticeships across the state of Washington. Knowledge of the current marketplace and the ability to recruit to new sponsors is critical to the work.

QUESTIONS

Offerors contemplating the requirements are required to submit capability statements detailing their ability to meet WSAC’s requirements by February 7, 2025. The following questions must be included in your capability statement:

1. **Scope and Categories.** Please detail how you provide full outreach/marketing services for comparable clients. What techniques and methods does your firm utilize?

2. **Industry Changes.** Are there any major changes in the industry in the last five years regarding effective marketing using social media? What major changes to the industry do you anticipate in the next five years?
3. **New Technology.** What new technology has emerged in the marketing services industry in the last few years that would support apprenticeships? How do you handle data security and confidentiality?
4. **Pricing.** What are the main pricing factors and components for comprehensive marketing/outreach services? What is your fee structure?
5. **Features.** What marketing and communication opportunities has your firm identified to support apprenticeship pathways.
6. **Added Value.** Identify areas of value-added service that you provide relating to marketing/outreach services for apprenticeships.
7. **Delivery.** Please describe your general approach to delivery of services. How do you provide services to both eastern and western Washington as it relates to apprenticeship types of services?
8. **Customer Service.** Please describe your approach to customer service. What opportunities for added value does your firm provide?
9. **Communication.** Can you provide customizable communication to potential partners based on program apprentice options?
10. **Reports.** Do you provide easily accessible reports for the agency. Please describe available annual, monthly and quarterly report availability. Are custom reports available?
11. **Insurance.** What types of insurance coverages are common in this industry and what limits does your company have for each type of insurance coverage?
12. **Barriers.** Identify any barriers or other feedback for your business that may be relevant for WSAC to consider regarding apprenticeship marketing.
13. **Experience.** How many years of service do you have in this industry? Does any of that experience relate to apprenticeship pathways?

SUMMARY

The performance requirements are comprehensive and aim to ensure high standards of service and compliance. However, several areas need further clarification, and some challenges must be addressed to meet these requirements effectively.

If you need further details or assistance with specific aspects, feel free to ask!

RFI PROCESS

Responses to this RFI should be submitted electronically to the RFI Coordinator listed below no later than February 7, 2025.

A response to this RFI is not a mandatory requirement for participation in any subsequent solicitations released by WSAC. The results of this RFI may be used in development of future

solicitations. All vendor communications concerning this RFI must be directed to the RFI Coordinator.

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PUBLIC RECORDS

The vendor acknowledges that state agencies are subject to [Chapter 42.56 RCW](#), the Public Disclosure Act. Vendor responses to this RFI will become public record as defined in the RCW. For the purposes of this RFI no information considered confidential or proprietary should be included.

NO OBLIGATION TO CONTRACT

Release of this RFI in no way obligates WSAC to award a contract.

TO SUMMARIZE

WSAC appreciates your thoughts and input and would also welcome any additional thoughts and comments related to this commodity.