

Southern Indiana Works

Request for Proposal (RFP) 2026-01

Digital Marketing Services



Date of Release: June 1, 2026

Proposals Due: June 15, 2026, no later than 4:30 PM EST

Project Term: July 1, 2026, through June 30, 2027

Questions must be emailed to: tim@soinworks.com

Tim Renners

Southern Indiana Works
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Email: tim@soinworks.com
Phone: 812-941-6451

Introduction

Region 10 Workforce Board, Inc., doing business as Southern Indiana Works (SIW), is a nonprofit, business- and industry-led organization representing Clark, Crawford, Floyd, Harrison, Scott, and Washington Counties in Indiana. SIW serves as the designated local workforce development board for the region.

The mission of Southern Indiana Works is to lead a robust talent development system and cultivate a skilled workforce that advances our community, economy, and quality of life.

SIW oversees the operations of the WorkOne Career Center, the region's American Job Center, located in New Albany, Indiana. In addition, SIW supports neighborhood locations in Clark, Crawford, Harrison, Scott, and Washington Counties.

Overview / Scope

The Southern Indiana Works brand continues to grow, and SIW seeks to strengthen its digital outreach and website management efforts throughout the region. As the lead organization for talent development in Southern Indiana, SIW desires to maintain a strong and professional digital presence that effectively communicates services, initiatives, and opportunities to businesses, job seekers, and community partners.

As communication methods continue to evolve, SIW and its WorkOne Career Centers must maintain an up-to-date, user-friendly, accessible, and well-managed digital footprint. SIW seeks a qualified contractor or consultant to assist with digital outreach, website management, social media strategy, and online engagement.

Funding / Term of Contract

The contract term shall be from **July 1, 2026, through June 30, 2027**, with the possibility of up to one (1) additional one-year extension based on performance and funding availability.

SIW reserves the right to modify the contract term, funding amount, or scope of work as necessary to ensure compliance with federal, state, and local requirements or changing business needs.

The contract may be terminated at the discretion of SIW based on performance or funding considerations.

The budget shall not exceed **\$15,000 annually**.

Scope of Work

The selected contractor shall work collaboratively with the SIW team to support and enhance SIW's digital outreach efforts. Services may include, but are not limited to, the following:

1. Assist in managing and improving SIW's digital outreach strategy alongside the SIW team.
 2. Evaluate current digital outreach strategies, including existing platforms, website hosting, and digital tools.
 3. Provide recommendations to improve engagement, increase visibility, and expand audience reach.
 4. Collaborate with the SIW team to refresh and maintain the SIW website.
 5. Provide or assist with website hosting services, if needed.
 6. Provide reporting and analytics. Accountability is essential, and the contractor will be required to provide quarterly reports that include, at minimum:
 - Website traffic and analytics, including referral sources
 - Social media engagement and impact
 - Search engine optimization (SEO) performance
 - Recommendations for continued improvement
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Proposal Requirements

Proposals shall not exceed five (5) pages, excluding attachments and cover sheet, and must include the following:

1. Cover Sheet (not included in page count)
 2. Organizational Qualifications
 3. Narrative
 - Experience, capabilities, and qualifications
 - Understanding of SIW's mission and workforce development efforts
 4. Scope of Work Summary and Service Design
 - Include a timeline of activities
 5. Exhibits
 - Appendix A: Assurance
 - Appendix B: Conflict of Interest Statement
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Proposal Deadline

Proposals will be accepted by Southern Indiana Works until **4:30 PM EST on June 15, 2026**.

Proposals must be submitted electronically to:

tim@soinworks.com

Southern Indiana Works is an equal opportunity employer that administers equal opportunity programs. Free auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY number 1-800-743-3333. Free language interpretation and translation services are also available upon request.

Appeal Process

Bidders will be afforded the opportunity to appeal funding recommendations. Bidders have the right to appeal any action or decision related to this RFP. Appeals will be reviewed and investigated by SIW, and the decision of SIW shall be final.

Formal appeals must be submitted in writing to:

Craig White
Southern Indiana Works
P.O. Box 6712
New Albany, IN 47150

The selected vendor will be notified upon completion of the procurement process. Services are expected to begin July 1, 2026, and continue through June 30, 2027, with the possibility of annual extensions based on contract performance and funding availability.

TERMS AND CONDITIONS

1. Release of this RFP does not commit the Board to award a contract.
2. Southern Indiana Works will not pay for costs incurred in the preparation of proposals.
3. SIW reserves the right to reject any or all proposals or cancel this RFP, in whole or in part, at any time.
4. SIW reserves the right to negotiate any proposal prior to contract award.
5. It is unlawful for recipients of federal financial assistance to discriminate against any individual in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation, or belief. Recipients must also comply with all applicable nondiscrimination provisions under the Workforce Innovation and Opportunity Act (WIOA).
6. Small, minority-owned, and women-owned businesses are encouraged to respond.
7. Bidders must be in good standing and may not be debarred, suspended, or otherwise excluded from participation in federal assistance programs under Executive Order 12549.
8. Contractor Requirements:
 - Must be legally authorized to conduct business in the State of Indiana

- Must meet all administrative requirements
 - Must maintain internal fiscal management and tracking systems
9. Funds available through this solicitation may only be used for services outlined in the Scope of Work. Budgets must clearly identify all proposed costs.

GENERAL PROPOSAL CONDITIONS

Accuracy and Completeness

If a bidder knowingly submits false information, SIW reserves the right to reject the proposal or terminate any resulting contract.

General Reservations

1. Incomplete or non-responsive proposals will not be considered.
2. SIW reserves the right to extend proposal deadlines if deemed in the best interest of the organization.
3. SIW reserves the right to withdraw this RFP at any time without prior notice.
4. If an insufficient number of responsive proposals are received, SIW reserves the right to reissue the RFP.
5. SIW reserves the right to request additional information or documentation from bidders.
6. Proposals will be reviewed as submitted. No changes may be made after the submission deadline.
7. SIW reserves the right to verify all proposal information.
8. Successful bidders must negotiate contracts in good faith.
9. SIW may terminate contracts, in whole or in part, with thirty (30) days written notice.

Termination may occur if:

- Funding becomes unavailable
- Performance is deemed unsatisfactory
- Contract terms are materially violated
- Required corrective action is not implemented

Standing of Bidder

1. Bidders may be disqualified for prior contract noncompliance, poor performance, outstanding tax liens, or unresolved disallowed costs.

2. SIW will not contract with entities not in good standing with the Indiana Secretary of State or the Federal Government.
 3. Organizations sanctioned for Single Audit Act noncompliance are ineligible until sanctions are removed.
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Proprietary Interests

All submitted proposals become the property of SIW and may be subject to public disclosure in accordance with Indiana Public Records laws. Bidders must clearly identify any proprietary or copyrighted material exempt from disclosure.

Assurance and Certification

The authorized representative certifies compliance with all applicable federal and state laws and regulations governing WIOA-funded activities and related programs.

This includes compliance with:

- WIOA Section 188 nondiscrimination provisions
- Title VI of the Civil Rights Act of 1964
- Section 504 of the Rehabilitation Act of 1973
- Age Discrimination Act of 1975
- Title IX of the Education Amendments of 1972
- Drug-Free Workplace requirements
- Debarment and suspension regulations
- Lobbying restrictions

The contractor also agrees to comply with all applicable reporting, accessibility, monitoring, and fiscal accountability requirements.

Appendix A: Assurance

The undersigned Authorized Representative certifies that all statements related to Debarment, Suspension, Nondiscrimination, Conflict of Interest, Financial Stability, and Reporting Requirements are true and correct as of the submission date.

The applicant must notify SIW in writing if the authorized signatory changes.

Signature of Authorized Official: _____

Title: _____

Date: _____

Printed Name: _____

Organization Name: _____

Appendix B: Conflict of Interest

The undersigned certifies that:

1. No employee, consultant, or representative of the proposing organization participated in the development, review, or approval of this RFP.
 2. No conflict of interest exists involving the proposer, its employees, board members, or family members in connection with this procurement.
 3. Any potential conflict of interest has been fully disclosed within the proposal submission.
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Entity / Organization Name: _____

Authorized Representative Signature: _____

Date: _____

Printed Name: _____