

1. Please provide the URLs to all of the social media accounts that need management services.

[www.westernillinoiswioapartners.org](http://www.westernillinoiswioapartners.org)

[www.wiworkforce.com](http://www.wiworkforce.com)

[www.westernillinoisworks.net](http://www.westernillinoisworks.net)

2. Are any social media management tools (e.g., Hootsuite) utilized for scheduling posts?

No

3. How are the current social media accounts managed

Current contractor and partner staff

4. Where is the organization currently experiencing low WIOA enrollment numbers?

Dislocated Workers and Out of School Youth

5. What are your current methods of recruiting job seekers, dislocated workers and out-of-school youth?

Website, Facebook, print media, radio, UTube, local television

6. What has the organization done to build public awareness other than social media?

Presentations, interviews, print media

7. The RFP asks for a timeline; do you have burning priorities based on the deliverables outlined in the RFP so that we may reflect them in the timeline?

Participant recruitment for all formula-funded programs

8. There is currently a separate RFP for the various websites? Will the selected vendor for the website RFP be expected to develop content for launch?

No

The scope of work in the Communications RFP lists "implement the plan through content development for the following websites" - - Please clarify the differences in the content development for the websites.

Content is being provided by Western Illinois Works on behalf of the WIB and LWA 14.

9. Do you have a current newsletter and if so is it print or electronic? If electronic, will you share the latest version and how it is deployed? Do you have any analytics you can share?

We do not have a newsletter

10. What percentage of the budget do you want for increasing awareness of the Board versus direct recruitment of potential WIOA customers of services?

We have not determined a percentage. The plan and proposed elements will be reviewed and a final budget, subject to change, will be determined for the Board vs recruitment of potential participants. Participant recruitment is a priority.

11. Do you have any current data on file about perceptions about the Board and/or WIOA direct services that you can share?

No

12. We are assuming that Attachment C reflects a roll-up budget for the project. Is that a correct assumption?

Yes

13. Is preference given to Illinois-based firms?

No

14. Will the recruitment strategies align with the [Regional Workforce Plan noted on your website](#) or do you have specific zip codes in which you are interested for recruitment purposes?

Yes