

WESTCHESTER PUTNAM WORKFORCE DEVELOPMENT BOARD
CAREER CENTERS PROMOTION AND MARKETING SERVICES
RATING SHEET

Respondent's Name: _____

Reviewer's Name _____

Total Rating Score: _____

Reviewer's Signature: _____

Total Project Costs: _____

Date: _____

Program Design	Score out of 100 pts	Rating	Comments
<p>1. Did the proposer clearly address the following points when describing how it intends to assess the current situation and materials and how to identify multiple target audience?</p> <ul style="list-style-type: none"> ➤ General information session that will involve selected marketing agency's key personnel to meet with Career Center's stakeholders. ➤ Discussion of multiple target audiences and positioning— private agencies, corporations, small to mid-size business, professional level job-seekers, etc. ➤ Discussion of Career Center's unique selling benefits, differentiating points, competitive environment, strategic plan and available research. ➤ Identification and discussion of business sectors. ➤ Review of County's website guidelines and delineate responsibilities between County IT department and selected Marketing agency. ➤ Review and evaluate the current marketing and promotional material and determine its effectiveness in reaching the target population. 	5 Pts		

<ul style="list-style-type: none"> ➤ Review of the Career Center’s image resources and brand guidelines. ➤ Review of the County’s communications, media and production resources; cable, video, print. ➤ Determine priorities, schedule, and expectations. ➤ Determine measurement of success metrics. ➤ Submission of creative brief. 			
<p>2. Did the proposer clearly address the following questions when describing how it will set up interviews and meetings?</p> <ul style="list-style-type: none"> ➤ What is the Career Center’s future vision? ➤ What partnerships and programs in the business community have already been established? ➤ What more can be done? ➤ What are the goals and how will the economic climate impact those goals? ➤ What are the biggest opportunities? ➤ What are the biggest competitive factors? 	5 Pts		
<p>3. Did the proposer clearly address the following questions when describing how it intends to develop a public awareness campaign and marketing strategy and tactics/methods that target business and jobs seekers?</p> <ul style="list-style-type: none"> ➤ Determine a brand strategy for new marketing and promotional material to reach the multiple target audiences—business owners, executives and job-seekers. ➤ Present 2 options for look and feel with tagline options, top level messaging (headline styles, call to action) and voice sample for copywriting. The selected marketing agency will create a custom look, feel and voice designed specifically for the career centers throughout all touchpoints. ➤ Show the approved look and voice on sample deliverables; TV spot, radio spot, online ad, pamphlet, poster, postcards, 	10 Pts		

<p>e-blast, banner ads, website page.</p> <p>4. Did the proposer clearly address the following points when describing writing the marketing strategy and plan with schedules, specifications and budget?</p> <ul style="list-style-type: none"> ➤ Working with the communications department and IT department, selected marketing agency will create a marketing plan to be implemented over the course of the year. ➤ Determine specifications and schedule for all deliverables. <p>5. Did the proposer clearly address the following points when describing how it intends to achieve the writing, layout and production of deliverables?</p> <ul style="list-style-type: none"> ➤ Website pages ➤ Online ads ➤ Print ads ➤ Pamphlets ➤ Postcard ➤ Posters ➤ Radio script ➤ TV spot storyboard <p>6. Did the proposer address the following points when describing how it intends to create and implement the PR strategy?</p> <ul style="list-style-type: none"> ➤ Find effective storytellers who can convey the power of Career Center’s services. ➤ Develop talking points and FAQs; Train key spokesperson(s). ➤ Reach out to editors and write articles. ➤ Communicate the campaign message through earned media (print, online, radio, broadcast). 	<p>15 Pts</p> <p>10 pts</p> <p>10 Pts</p>		
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<p>7. Did the proposer clearly address the following point when it described how it would advocate and educate online through social marketing networks?</p> <ul style="list-style-type: none"> ➤ Create pages for Career Center on Facebook, Linked-In and other digital social media. 	<p>5 pts</p>		
<p>8. Did the proposer clearly address the following points when describing how it intends to develop an outreach plan to the business community?</p> <ul style="list-style-type: none"> ➤ Create a power point presentation template (up to 10 pages) for presentation use by One-Stop staff to local business organizations like the city and village Chamber of Commerce, The Business Council of Westchester, Westchester County Association, professional organizations, local libraries, colleges and universities. ➤ Use interviews excerpts from Step 2 with business owners to illustrate the business use of the Career Center. ➤ Enlist the help of the business associations; work with Career Center staff to schedule and organize presentations with local groups. Build Career Center e-mail database. 	<p>10 Pts</p>		
<p>9. Did the proposer clearly address the following points when describing how it intends to complete the allotment of in-kind media when working with the County's communications department?</p> <ul style="list-style-type: none"> ➤ Westchester Business Journal ➤ Commerce Magazine ➤ Lohud.com ➤ Cablevision spots 	<p>10 Pts</p>		

<ul style="list-style-type: none"> ➤ radio spots ➤ billboards ➤ bus stops and busses <p>10. Did the proposer clearly state deliverables and their timeline and provide references?</p> <p>11. Is the proposer's proposed budget reasonable?</p>	<p>10 Pts</p> <p>10 Pts</p>		
<p>Score:</p>	<p>Total</p>	<p>100 pts</p>	