



WORKFORCE BOARD LEHIGH VALLEY

REQUEST FOR QUOTES (RFQ)

**HEALTHCARE CAREER AWARENESS CAMPAIGN
CONSULTANT**

PERIOD OF PERFORMANCE:

MARCH 2026 – JUNE 2026

ISSUED:

WEDNESDAY, FEBRUARY 25, 2026

DEADLINE FOR SUBMISSION:

WEDNESDAY, MARCH 11, 2026

WORKFORCE BOARD LEHIGH VALLEY

555 UNION BOULEVARD

ALLENTOWN, PA 18109

www.lvwib.org

WORKFORCE BOARD LEHIGH VALLEY RESERVES THE RIGHT TO MODIFY ANY OF THE ENCLOSED SPECIFICATIONS

IN ACCORDANCE WITH PUBLIC LAW 101-166, SECTION 511, KNOWN AS THE STEVEN'S AMENDMENT, THIS REQUEST FOR QUOTES (RFQ) IS 100% FUNDED WITH FEDERAL FUNDS. THE AGREEMENT TO BE ENTERED INTO AS A RESULT OF THIS RFQ WILL ALSO BE 100% FUNDED WITH FEDERAL FUNDS.

Background

The Commonwealth of Pennsylvania has designated Lehigh and Northampton Counties in Northeast Pennsylvania as the Lehigh Valley Development Area in accordance with provisions of the Workforce Innovation and Opportunity Act of 2014 (WIOA). The Lehigh and Northampton County Executive are the Chief Elected Officials as defined in WIOA. Together with the Workforce Board Lehigh Valley (WBLV), they are responsible for developing and implementing the public workforce system in the Lehigh Valley.

WBLV secured WIOA Statewide Activity Funds from the PA Department of Labor & Industry (L&I). Per federal regulations, such funds may support projects aimed at “developing and implementing innovative programs and strategies designed to meet the needs of all employers.”¹ Given that Healthcare is the largest industry sector in the Lehigh Valley, making up approximately 20% of the workforce, WBLV, in collaboration with its Healthcare Industry Partnership, seeks to broaden awareness of healthcare career opportunities.

Scope of Work

WBLV seeks a qualified consultant to design a regional career awareness campaign for the healthcare sector. An ideal consultant would have experience in media production, community engagement, and project management. The campaign should:

- Include a roadmap of project activities from March of 2026 through June of 2027
- Include assets and programming that speak to young and early-career demographics
- Involve student contributors, school district facilitators, and health network partners in content creation and editing processes
- Provide information for a public audience in plain language
- Incorporate data and statistics, interviews, and employer insights about regional opportunities in healthcare
- Result in evergreen multimedia content that WBLV and its partners can use to promote healthcare career pathway options in the region.

WBLV welcomes vendors to propose their own menus of content delivery, though we would prefer brief videos to be a core part of the content package. WBLV is flexible on both the quantity and form of project deliverables. However, we expect a vendor to showcase

¹ 20 CFR § 682.210

an array of employers, career options, and types of post-secondary education that can lead to opportunities in the sector. The work product must reflect the socially, ethnically, and economically diverse community we serve.

The WBLV team will schedule regular project check-ins, likely via Microsoft Teams, and provide support in connecting to partners, gathering relevant data, and aligning content to WBLV branding.

Period of Performance

This project shall begin with issuance of a Purchase Order, projected for March 2026.

Grant requirements dictate that the selected vendor must complete all work on or before June 30, 2026. WBLV will consider extending the Purchase Order contingent upon available funding streams and vendor performance.

Application Instructions

1. All dates are subject to change by WBLV.

EVENT	DATE/TIME
RFQ Release	Wednesday, February 25, 2026
Deadline for submitting questions	Friday, March 4, 2026, at 3:00 PM
RFQ Due Date	Wednesday, March 11, 2026, at 3:00 PM

2. Inquiries, Questions and Updates to the RFQ

All updates or modifications will be posted at: www.lvwib.org.

All questions regarding this RFQ should be emailed to info@workforcelv.org.

Responses will be posted at www.lvwib.org.

Questions are generally answered within two (2) business days or sooner if possible. WBLV will not respond individually to questions or send out updates on an individual basis. It is the responder's responsibility to visit the WBLV website to access this information.

3. **Applicants must submit their response in .docx and .pdf file formats to:** info@workforcelv.org. Hard copy responses will not be accepted. WBLV requests that proposals not exceed two pages of size 12, single-spaced type.

4. The Subject Line for all submissions should be marked: Response to Healthcare Career Awareness Campaign Request for Quote.
5. The RFQ response Package must include:
 - a. A project narrative and timeline, including a list of assets to be developed on behalf of the project.
 - b. Links or files which demonstrate previous video and multimedia work like that described in the scope above. Work samples will not count towards the recommended page limit.
 - c. An hourly rate and the total hours to be devoted to each element of the requested services, including campaign design and asset creation. The WBLV will not reimburse for travel.
 - d. The resume or job description of the individual assigned to the project. The resume/job description will not count towards the recommended page limit.
 - Responders must be able to identify a single individual to serve as the consultant, who is accountable for accomplishing the deliverables. The WBLV reserves the right to approve the individual selected.

Selection

1. WBLV will review RFQ proposals for substance and responsiveness.
2. The WBLV reserves the right, at its sole and complete discretion, to request responders to make a presentation to the RFQ Review Committee as a step in the selection process. This may be through Zoom.
3. No single factor, including price, will determine the final selection. A proposal submitted may be eliminated from consideration for failure to comply with any of the requirements, depending upon the critical nature of such requirement.
4. Once selected, WBLV staff will contact all proposers with the selection decision.