



RFP SJI-PRE 2024-01, Behavioral Health Video Project

Seattle Jobs Initiative

Since January 2003, Seattle Jobs Initiative (SJI), a 501(c)(3) nonprofit organization, has functioned as a workforce development intermediary invested in providing long-term solutions for a diverse workforce that serves the needs of both industry and residents. Although we are a long-standing Seattle nonprofit, our work and impact go far beyond the Pacific Northwest.

Scope of Work:

We are partnering with a client that provides healthcare employers within Washington State access to the benefits of skilled apprenticeship training for their workforce. Our client provides benefits such as tuition assistance for healthcare-related degrees and certificate programs, career and education counseling, and funding for professional development and specialty certification. It is a partnership aimed at supporting education and career advancement while meeting the workforce needs of employers in the healthcare industry. For this project we are focusing on showcasing their behavioral health apprenticeship program.

Project Goals:

- Show the value of the program for employers and apprentices.
- Document the apprenticeship programs' impacts on apprentices' career development.
- Highlight how employers' and policymakers' perceptions of training pathways has evolved.
- Record how the program helped employers and policymakers shift their perceptions of apprenticeship programs.

Deliverables:

1. 1 mini-documentary (~5 minutes)
2. 1 short video (~3 minutes)
3. 3 social media cutdowns (15 seconds)
4. 2 social media cutdowns (30 seconds)

Anticipated Timelines:

RFP release: November 21, 2024

Proposals Due by 5:00pm PST: December 3, 2024

Successful bidder announced: December 7, 2024

Phase 1: Pre-Production December 2024- January 2025

Phase 2: Production, February 2025- April 2025
Phase 3: Post-Production, March 2025- June 2025
Final Deliverables Due: June 30, 2025

Budget: Quotes shall not exceed \$70,000

Submission Materials and Order (submitted in one comprehensive PDF):

1. Overview of business (experience and expertise).
2. Summary of 3 previous relevant projects with viewable links.
3. Provide 3 client references including a short description of the project, project timelines, business name, address, point of contact, contact's email, and phone number.
4. Itemized budget (activities per deliverable, staff involved and cost).
5. Resumes denoting anticipated roles for each individual who will be assigned to the project.
6. Business certifications, if any: small business, women owned, veteran owned, minority owned, etc.

Selection Criteria:

Proposals will be scored accordingly:

1. Completeness of submission – 10 points
2. Expertise and experience – 30 points
3. Quality of previous project examples provided – 30 points
4. Budget – 20 points
5. References – 30 points
6. Business certifications – 10 points

For RFP questions and proposal submission, please email:

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