

REQUEST FOR QUOTATIONS

To: Interested, qualified individuals or entities to perform the service of research and analysis of individual barriers to labor force participation in Ohio.

From: Greater Ohio Workforce Board Inc.

Issued: September 22, 2021

Deadline: October 15, 2021

PURPOSE

Before the COVID crisis, a record 70% of US businesses reported a talent shortage, [according to a Manpower survey](#). That was more than double the 32% of businesses who reported difficulty finding talent just five years earlier in 2015. When COVID hit and unemployment spiked to record highs, all talent shortages should have vanished.¹ Here's the challenge in trying to parse out the exact state of the labor market: Jobs are returning, but the pandemic has accelerated longtime trends by knocking millions of people out of the labor force.

The Greater Ohio Workforce Board Inc. is seeking quotes from qualified individuals or entities to perform a qualitative analysis of the those who are not in the labor force, marginally attached to the labor force, underemployed and displaced workers to discover the reasons/barriers for not returning to the labor force.

QUALIFICATIONS

Interested parties should have experience in:

- Economic and labor analysis
- Market analysis
- Market or customer research (quantitative and/or qualitative)
- Marketing communications strategies and campaigns
- Promotional strategies and tactics
- Social media tactics
- Online marketing strategies and content
- Partnership and collaboration strategies

Proposers must possess the ability to write detailed reports; establish facts and draw valid conclusions. Proposers must be able to identify meaningful data, reports and provide a qualitative analysis to the Greater Ohio Workforce Board Inc.

SCOPE OF WORK

The awarded entity will deliver to the Greater Ohio Workforce Board a written report within 60 business days of entering into a contract for service. The report will research, analyze, and categorize barriers/reasons to labor force participation of those who are not in the labor force (LF), marginally attached to the labor force, underemployed and displaced workers.

REQUIREMENTS

Interested parties must submit a Statement of Qualifications that includes examples of past similar projects, and a detailed plan to perform the services described above including the proposed cost.

Responses to this R.F.Q. should be forwarded by email to:

David Snipes, Grants Director – snipesj@clarkstate.edu

All proposers will be notified of their status. If you have questions or need additional information, call 937-631-7029 or email snipesj@clarkstate.edu. Answers to questions will be provided online at www.gowbi.org

Notes

¹ "THE DEMOGRAPHIC DROUGHT - How the approaching sansdemic will transform the labor market for the rest of our lives." ©2021, Emsi, Moscow, ID.