

## **Talent Attraction RFP Questions**

**Is there a network of local champions/economic developers organized around talent attraction in Iowa for outreach or will this need to be created as part of this project?**

A network of community champions will be created as part of this project and may include, but not be limited to, economic/community developers, workforce development leaders and employers.

**Does IEDA have preferred geographic regions/communities/metropolitan areas to organize partners or will the planning process help define this?**

Geographic diversity and incorporating communities of varying sizes will be important to this project. Participating partners will be defined during the planning process.

**Does IEDA have specific types of demographics they are targeting as part of this project (e.g., age, family size, income, race, etc.)**

The planning process will include building talent personas based on the people that Iowa is most likely to attract. Traditionally, our target demographic for workforce attraction has been young adults (travelers and job seekers) between the ages of 22 and 40.

**What goals and objectives do they have in terms of recruiting actual households and people?**

This is a pilot project that prioritizes strengthening our lead generation, statewide partnerships, and relationships with prospective Iowans. The ultimate goal is to attract the qualified talent that businesses need. Specific success metrics will be established as part of the planning process.

**What are priority industries that IEDA is currently targeting in terms of talent attraction?**

In general, Iowa's targeted industries for business and workforce attraction are advanced manufacturing, biosciences and insurance and financial services.

**Can the technology infrastructure incorporate into an existing talent attraction marketplace or is IEDA looking for a standalone website?**

The chosen vendor will be responsible for building and maintaining lead generation technology infrastructure that works in partnership with ThisIsIowa.com.

**When does IEDA want the technology platform to go live?**

A timeline, including go-live date for technology infrastructure, will be established in the planning process.

**How important is in-state presence for successfully completing this project?**

A physical presence in Iowa is preferred.

**What is the source of funding for the project?**

The source is federal American Rescue Plan Act funding.

**What is the not-to-exceed budget?**

The budget will be determined based on responses to the RFP. We will evaluate each proposal based on the deliverables and applicants' professional fees.

**What deliverables should be priced out in Attachment 3 Cost Proposal or is it at the discretion of the respondent?**

This is at the discretion of applicants.

**Is there a target platform for the technology infrastructure?**

No.

**Would you be open to a phased rollout of functionality per the specified requirements?**

Yes.

**Have you already defined target KPIs for volume of participants, or is this something you will want vendor partner support on?**

No. Key performance indicators will be established as part of the planning process.

**Are you willing to extend the submittal deadline by two weeks to enable us to provide a more comprehensive response?**

The deadline for proposals is firm.

**What does success look like? Is the goal sequential in terms of establishing a technical and organizational infrastructure, a specific number of people moving to Iowa, or others? Please describe.**

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**RFP describes this as a test. Please describe any parameters of the test.**

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**What research currently exists as to targeting? As first party data often guides 3<sup>rd</sup> party targeting, are you able to share any proprietary profile (age/gender/lifestyle etc.) in your data base of a typical business decision maker who moved their business to Iowa or a head of family who came out of state to raise a family in Iowa?**

Our This is Iowa campaign was built on significant research. Based on this research, the target audience for workforce attraction includes young adults and young families living in Midwest states plus stretch markets. The chosen vendor, in working closely with IEDA and its marketing agency, will have access to this research.

**Would an approved media vendor have any access to Google analytics/URL for attribution data on a given campaign?**

The chosen vendor will have access to Google analytics data.

**Are there current Iowa economic/workforce community champions in place? Is there a 'job description?' As this appears to be similar to a micro influencer strategy, if true, what expectations and accountability is expected of them? Are there other organizations—for example, Regents universities—that IEDA envisions working with to fulfill this?**

This pilot project will create a network of community champions who are trained on lead nurturing strategy and connecting prospective Iowans with information they need to consider a move.

**Are you currently using any email marketing tactics? If so, please briefly describe audience-specifics, any rankings and objectives. Are you currently using an existing email sending platform (ESP) or setting up a new platform? If an existing ESP, which platform?**

IEDA has a monthly consumer newsletter, heavily focused on travel, that reaches about 100,000 subscribers. Emma is the platform we use for email marketing.

**Outside of the mentioned E mail marketing tactic, what other mediums have best met the KPI's of current or recent past marketing campaigns?**

Our tactics include digital, social media, advertising, influencers and media relations.

**What budget parameters are in place for this initiative?**

The budget will be determined based on responses to the RFP. We will evaluate each proposal based on the deliverables and applicants' professional fees.

**To assist consultants with internal resource allocation, staffing assignments, and scoping, would you be willing to share the budget range that has been established for this work?**

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