

Vendor Questions & Answers

WIOA Procurement Request for Quotation
SLO Cal Careers Media Creation, Outreach Campaigns, and Social Media Management

Released: February 3, 2026

Closes: February 23, 2026

Q&A Period: February 3rd – 13th, 2026

Question 1.

Please identify the topics for the short-form promo videos and the target audiences.

Answer 1.

Short-form videos will highlight SLO Cal Careers (WIOA) career services, training and supportive services for jobseekers, and no-cost recruiting, hiring incentives, and work-based learning for employers, targeting unemployed or underemployed adults, WIOA priority populations (including veterans, individuals with disabilities, low-income individuals, justice-involved individuals, and SNAP/TANF recipients), WIOA Youth (out-of-school youth ages 16–24), and local employers.

Question 2.

Where will the videos be housed? Your website? YouTube channel?

Answer 2.

Videos will be housed on the Workforce Development Board website and YouTube channel and shared through social media platforms.

Question 3.

For the digital/print outreach materials, please identify the target audiences and/or topics.

Answer 3.

Digital and print materials will target adults, employers, community partners, and WIOA priority populations, including out-of-school youth, foster youth, youth experiencing homelessness, youth with disabilities, and justice-involved youth, with information on WIOA career services, youth programs, employer benefits, and sector-based career pathways.

Question 4.

What are your goals for the campaign, and who are your target audiences?

Answer 4.

The goals are to increase awareness, participation, and utilization of the SLO Cal Careers public workforce system, including WIOA adult, dislocated worker, youth, and employer services among jobseekers, WIOA priority populations, WIOA Youth, and local businesses.

Question 5.

What is your budget for media buys? This will determine if we can manage to deploy more than one campaign.

Answer 5.

The anticipated media buy budget will be negotiated with the approved vendor to identify the needs and determine a budget based on vendor recommendations and available funding.

Question 6.

Please define what roles you expect for “supporting outreach connected to events, rural area or priority populations.” What is the goal of the outreach?

Answer 6.

Supporting outreach will include tailored promotion and materials for events, rural communities, and WIOA priority populations, including disconnected youth and individuals facing barriers to employment, to increase awareness, access, and participation in workforce services.

Question 7.

Are your social media platforms currently set up, or do we need to include this in the cost? If you have existing social media platforms, please provide the URLs

Answer 7.

<https://www.facebook.com/sloworkforce>

<https://www.linkedin.com/company/slo-cal-careers>

<https://www.instagram.com/slocalcareers>