Request for Quotes (RFQ): B2B Thought Leadership & Technical Assistance Content Development for the Workforce Acceleration Initiative (WAI)

Date Issued: February 27, 2025

Due Date:
Please complete the written application no later than March 17, 2025, by 11:59 PM EST (Updated)

CDC FOUNDATION CONTACT
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Introduction
CDC Foundation seeks a qualified agency or consultant to develop compelling **B2B thought leadership and technical assistance content (i.e., infographics, one-sheets, case studies, bylined articles/blogs, white paper, social media graphics, toolkit, etc.)** showcasing the impact of the Workforce Acceleration Initiative (WAI) on public health systems nationwide. This initiative addresses critical technology and data workforce gaps within public health agencies (PHAs), enabling them to modernize their information systems and improve public health outcomes.

Project Background
Across the nation, many public health systems rely on outdated technologies and disconnected information systems—a challenging reality highlighted during the peak of the COVID-19 pandemic. Improving these systems requires updated technologies, increased funding, new policies and additional skilled technical professionals at all levels of public health.

The CDC Foundation developed the Workforce Acceleration Initiative (WAI) to help meet the technology workforce needs of the nation's public health systems by providing additional technology and data experts to support accelerated information system improvements**.** With more modern and integrated systems, public health authorities (PHAs) will be better equipped to rapidly detect and respond to new threats and make more informed decisions.

There are 140 tech and data experts across 49 selected state, tribal, local and territorial (STLT) PHAs nationwide. These placements include experts in engineering, software development, IT infrastructure, informatics and IT project management, to name several skills. The CDC Foundation prioritized selecting PHAs that have been especially limited in their ability to modernize their information systems due to workforce gaps and fewer resources.

Our goal is to highlight the journey of several of these 140 tech professionals and their impact on public health.. The competency of an improved workforce accelerates progress toward data modernization in public health and will result in:
● Faster detection of disease outbreaks
● Improved resource allocation during public health crises
● More effective preventative health programs
● Enhanced data sharing and collaboration
● Increased public trust through transparent data use

Learn more about WAI at https://www.cdcfoundation.org/workforceacceleration.

Project Objectives
This content development project aims to:
● Establish the WAI as a thought leader in public health data modernization and workforce development.
● Highlight the role of WAI placements in driving improvements in disease/outbreak response, resource deployment, real-time monitoring, health equity, reporting, preparedness, health costs and decision-making.
● Communicate the WAI's impact to key stakeholders, including public health officials, agencies, academia, scholars and the general public.
● Showcase real-world examples and human impact stories demonstrating the effectiveness of the WAI.

Scope of Work
The selected vendor will develop the following content deliverables:
- **Up to Three (3) Bylined Articles:** Articles suitable for publication in industry or professional journals, targeting specific audiences within the public health sector.
- **Up to Three (3) Infographics:** Visually appealing representations of key data and findings from the WAI.
- **Up to Three (3) One-Sheets:** Designed summaries of the WAI and its impact, suitable for distribution at conferences and events.
- **Up to Five (5) Social Graphics:** Engaging social media graphics promoting the WAI and its impact.
- **One (1) Workforce Development Toolkit:** A collection of templates, resources, and best practices for PHAs to improve workforce development, including:
  - Recruitment templates
  - Onboarding checklists
  - Retention strategy guides
  - Training resources

Key Themes and Content Focus
Final content may address some of the following themes, demonstrating quantifiable results and demonstrable improvements:

A. Public Health Systems Improvements: Showcase improvements that were made to data modernization plans and information systems within participating public health agencies, how the WAI talent played a key role in driving those improvements and the impact it will have on public health.
- **Technical Focus Areas:** Emphasize the role of data governance, automation improvement, data warehousing, data linking, interoperability and data analysis and use in achieving improved public health outcomes.
- **Real-World Impact:** Showcase specific examples and human impact stories demonstrating the positive effects of the WAI on individuals and communities.

B. New Talent Acquisition:
- **Modernized Recruitment Strategies:** Showcase innovative recruitment methods deployed by the WAI to address PHA recruitment challenges.
- **Effective & Efficient Talent Placement:** Highlight the placement of mid-level professionals with private sector experience into public health roles.

C. Talent Capacity:
- **Role of Placements:** Highlight the specific contributions of WAI placements, including their impact on the volume and pace of outcomes, influencing processes and enhancing the skillset and knowledge of existing staff.
- **Technical Capacity Building and Upskilling:** Demonstrate the WAI's efforts to provide training, mentorship, and knowledge-sharing to new placements and existing PHA staff.
- **Cross-Disciplinary Learning:** Emphasize the importance of collaboration between public health professionals, data scientists, and IT specialists.

D. PHA Organizational Support:
- **Recruiting and Onboarding Capacity Building:** Highlight resources provided by the WAI to improve PHA recruiting and onboarding processes.
- **Retention Capacity Building:** Showcase strategies and resources offered to help PHAs retain skilled professionals.
- **Public Health Workforce Retention:** Emphasize the WAI's role in inspiring placements to remain in the public health field.
  - Improvements Made: Focus on the impact of WAI placements on various aspects of public health, including disease/outbreak response, resource deployment, real-time monitoring, health equity, reporting, communication, preparedness, health costsand decision-making.
- **Real-World Impact:** Showcase specific examples and human impact stories demonstrating the positive effects of the WAI on individuals and communities.

Deliverables
- A content calendar outlining the production and delivery timeline for each deliverable.
- Metadata and keyword optimization for all digital content (TBD as the project progresses).

Proposal Requirements
Proposals must include the following:
- **Legal Company Name**
- **Company/Consultant Overview:** A brief description of the agency or consultant, including relevant experience and expertise in thought leadership content development, public health, and data modernization. Please include bio information on each team member if applicable.
- **Company Address (City, State, Zip Code+4 [XXXXX-XXXX])**
- **Website**
- **Email (Applicant Point of Contact)**
- **Year Established**
- **Federal Tax Identification (ID) Number/Employer Identification Number (EIN)**
- **Project Understanding:** A clear demonstration of the project goals, target audiences, and key themes.
- **Creative Approach:** A detailed outline of the creative approach/process in creating a story(ies) including content, messaging, and style.
- **Project Plan:** A detailed project plan, including timelines, potential key personnel
- **Budget:** A detailed budget breakdown, including all costs associated with content development, editing, design, and project management.
- **References:** At least three professional references with contact information.
- **Portfolio/Work Samples:** Examples of previous work demonstrating relevant experience in thought leadership content development.

Evaluation Criteria
The CDC Foundation team will use the following criteria for selection:

Category	Description	Weight
Understanding of the Project and Target Audiences	Demonstrates a clear understanding of the WAI project's goals, objectives and target audiences. This includes an analysis of the specific needs and characteristics of each audience segment and how the proposed approach will effectively reach and engage them.	35%
Creative Approach and Content Strategy	Outlines a compelling and innovative creative approach to content development and delivery. This section should describe the types of content to be created, the channels for distribution and how the content will be tailored for maximum impact and accessibility.	25%
Project Plan and Timeline	Presents a detailed and realistic project plan with clear milestones, deliverables and timelines. This includes a well-defined project management approach, a work breakdown structure and a realistic schedule for completion.	25%
Budget and Cost-Effectiveness	Provides a comprehensive budget that is justified and demonstrates cost-effectiveness. The budget should detail all anticipated costs, including personnel, materials, travel and other expenses.	15%

Timeline

This project timeline outlines key milestones for the RFP process:

- Questions regarding the RFP are due by **March 4th**
- Responses published on **March 7ᵗʰ** **(Updated)**
- Proposals must be submitted by **March 17ᵗʰ** **(Updated)**
- Shortlisted finalists and interviews scheduled: during the **week of March 17th**
- Finalist interviews during the week of **March 24th**
- Applicants not selected will be notified by **March 28th**
- The contract will be awarded on **March 31st**
- The anticipated project completion date is **June 27th** (with the possibility of an extension)

Submission Instructions

Proposals should be submitted electronically to Kinetra Joseph at kjoseph@cdcfoundation.org by the submission deadline of **March 17th at 11:59 p.m. EST** **(Updated)**

Questions

Questions regarding this RFQ should be directed to Kinetra Joseph at kjoseph@cdcfoundation.org.
This RFQ aims to solicit proposals from qualified vendors who can effectively communicate the significant impact of the WAI on the nation's public health infrastructure. We look forward to receiving your proposal.