

Solicitation for Bids

Creative for apprenticeship digital marketing campaign

Issued by:

The Michigan Center for Adult College Success (The Center)

Issue Date:

Nov. 25, 2025

1. Introduction

The Michigan Center for Adult College Success (The Center) is seeking proposals from qualified communications and marketing firms to design creative for a digital marketing campaign promoting apprenticeship opportunities in Michigan.

The digital marketing campaign will last approximately seven months and will include a focus on healthcare and skilled trades apprenticeships.

2. Background of Apprenticeship Digital Marketing Campaign

The apprenticeship digital marketing campaign is being coordinated by The Center on behalf of the Michigan Department of Labor & Economic Opportunity for the Michigan Workforce Development Board. The goal is to increase awareness and boost enrollment in targeted apprenticeship programs in healthcare and skilled trades.

The Michigan Department of Labor & Economic Opportunity may be able to provide some video and testimonials from actual apprentices that can be utilized in the development of the creative.

We will be partnering with CollegeAPP to develop the audience and manage the placement of the digital marketing creative.

3. Scope of Project Work

The selected vendor will provide services on two primary tasks:

Task 1: Creative for digital marketing campaign on healthcare apprenticeships

Subtask 1.1: Creative development

- Assist in messaging development
- Develop creative that can be deployed on multiple digital marketing platforms

- Ability to incorporate any provided video/testimonials into creative development

Subtask 1.2: Continued messaging support

- Participate in periodic project meetings with The Center
- Provide technical guidance on creative messaging and adjustments, as needed

Task 2: Creative for digital marketing on skilled trades apprenticeships

Subtask 2.1: Creative development

- Assist in messaging development
- Develop creative that can be deployed on multiple digital marketing platforms
- Ability to incorporate any provided video/testimonials into creative development

Subtask 2.2: Continued messaging support

- Participate in periodic project meetings with The Center
- Provide technical guidance on creative messaging and adjustments, as needed

4. Project Work Timeline

The campaign is set to kick off as soon as the creative is ready to deploy and will run through July 2026. As a result, proposals will be evaluated based on the timeline provided in order to effectuate a timely deployment of creative.

5. Bid Selection Timeline

Solicitation Issue Date: Nov. 25, 2025

Proposal Submission Deadline: 5pm ET on Dec. 10, 2025

Vendor Selection: No later than Dec. 19, 2025

Contract Execution: No later than Dec. 23, 2025

6. Selection Criteria

Proposals will be evaluated based on:

- Understanding of the apprenticeship marketing campaign and its objectives
- Relevant experience with similar digital marketing campaigns
- Cost-effectiveness of the proposal
- Feasibility of the proposed timeline

7. Budget

The total budget for this project should not exceed \$30,000.

8. Submission Requirements

Proposals should include:

- Brief narrative on the ability to deliver creative for the marketing campaign
- Overview of proposed creative to be provided for the digital marketing campaign
- Qualifications and relevant experience of the organization and proposed team
- Detailed budget, including total costs
- Proposed project timeline
- References from similar work

Submission Instructions

Submit bids electronically to Jeremy Hedges (j.hendges@talentfirst.net) by 5pm ET on Dec. 10, 2025

Contact Information

For any questions or further information, please contact:

Jeremy Hedges

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