



For Immediate Release

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Michigan Center for Adult College Success Solicits Bids for Statewide Apprenticeship Digital Marketing Campaign

Grand Rapids, MI The Michigan Center for Adult College Success today announced the release of a bid solicitation seeking qualified communications and marketing firms to design creative assets for a new digital marketing campaign promoting apprenticeship opportunities across Michigan.

The statewide campaign—conducted on behalf of the Michigan Department of Labor & Economic Opportunity (LEO) and the Michigan Workforce Development Board—aims to boost awareness and enrollment in high-demand healthcare and skilled trades apprenticeships. Running approximately seven months, the effort will highlight real career pathways, share testimonials from Michigan apprentices, and help residents explore earn-and-learn opportunities that lead to family-sustaining careers.

“We have an opportunity to open more doors for Michiganders who want to build skills, change careers, or advance in the workforce,” said Jeremy Hedges, Director of the Michigan Center for Adult College Success. “This campaign will help more people see apprenticeships as accessible, respected, and financially smart pathways into Michigan’s in-demand fields.”

The Center will partner with CollegeAPP to identify and target audiences; the selected creative firm will be responsible for developing platform-ready digital assets for two focus areas: (i) healthcare apprenticeships, and (ii) skilled trades apprenticeships. Creative may integrate existing video footage and LEO-provided testimonials.

Key components of the solicitation include:

- Development of creative assets deployable across multiple digital platforms
- Messaging support and ongoing creative refinement
- Participation in project meetings throughout the campaign
- Delivery on a timeline that enables campaign launch and execution through July 2026

Submission Deadline: 5:00 p.m. ET on December 10, 2025

Maximum Project Budget: \$30,000

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The Center will evaluate bids based on understanding of campaign objectives, experience with similar digital marketing initiatives, cost-effectiveness, and feasibility of the proposed timeline. A vendor will be selected no later than December 19, 2025, with contract execution completed by December 23, 2025.

How to Apply

Applicants must submit proposals electronically to:

Jeremy Hendges
Director, Michigan Center for Adult College Success
j.hendges@talentfirst.net

For additional information or questions, potential bidders may contact Hendges at 517-303-6026.

About The Michigan Center for Adult College Success

The Michigan Center for Adult College Success is the state's primary resource to improve the enrollment and completion of postsecondary education by adults. As an initiative of TalentFirst, our goal is to meet the statewide need for a skilled workforce. The Center collects research, shares best practices, funds innovative pilots and provides technical assistance. We partner with a wide range of educators, business leaders and policy makers toward our shared goal of helping more adults get the credentials they need to reach their full potential, so our state can thrive. Learn more: <https://info.talentfirst.net/mcacs>

About TalentFirst

TalentFirst is a premiere alliance of West Michigan CEOs who are joined by HR leaders, educators, workforce leaders, and policymakers to collaborate on an unmatched scale for the benefit of all who live and work in the region. As a data-driven organization, TalentFirst provides practical, proven resources, strategies, tactics, advocacy and accountability to improve the recruitment, development and retention of talent in West Michigan. Learn more at <http://www.talentfirst.net/>

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