

Request for Services
SCPa Works
Graphic Design

Release Date: August 7, 2025
Proposal Due Date: September 1, 2025, by 4:00pm
Anticipated Award Notification: September 26, 2025
Anticipated Contract Start Date: October 13, 2025
Period of Performance: October 13, 2025- October 1, 2027

The Workforce Innovation and Opportunity Act funds this initiative through the Pennsylvania Department of Labor and Industry. Federal funds will finance 100% of the project.

Auxiliary aids and services are available upon request to individuals with disabilities.

SCPa Works and its contracted providers reflect Equal Opportunity Employers/Programs.

1. SCPa Works Overview and Background

The South Central Workforce Development Board (SCPa Works) comprises the counties of Adams, Cumberland, Dauphin, Franklin, Juniata, Lebanon, Perry, and York in South Central Pennsylvania. SCPa Works has branded a region where all residents have the opportunity for prosperity through the cultivation and establishment of nationally recognized initiatives across all aspects of workforce development. SCPa Works' mission is to unlock the human talent that drives the development of businesses and individuals to achieve common goals.

SCPa Works serves as the fiscal agent in funding results-driven employment and training programs across the region. These programs increase job seekers ability to obtain new skills and career opportunities, while allowing businesses to accelerate business growth potential through building effective talent pipelines that meet workforce demands. SCPa Works invests nearly \$14M into these high impact employment and training programs for youth and adults across South Central PA.

The following values are embedded in SCPa Works' integrated programming, investments, services, people, and processes, as well as the values that SCPa Works endeavors to have partners and providers emulate:

- Performance
- Equity
- Flexibility
- Collaboration
- Accountability

SCPa Works is dedicated to the development of effective strategies that result in the provision of services to those most in need and prioritizes the following in all programs:

- *Employer Engagement*: Strengthen relationships with the regional business community so that the region's system can better understand current and projected labor demand, support sector-driven training models, and invest in future workforce development.
- *Individual Investment*: Connect job seekers to career pathways and ladders, aligning education with job opportunities and lifelong learning through the PA CareerLink® system.
- *People and Process*: Support and foster a healthy environment where all team members can pursue excellence with accountability, openness, transparency, career growth, and professional development while maintaining the values of equity and respect across workforce development initiatives.

SCPa Works is an equal opportunity employer. Auxiliary aids and services are available upon request to persons with disabilities. This project is 100% federally funded.

2. Scope of Work

SCPa Works is seeking the services of a qualified **graphic designer or design firm** to support ongoing visual communication and branding needs in a workforce development context. The successful candidate or firm will provide professional design expertise to produce high-quality materials that support SCPa Works' internal and external communications, public outreach, and project-based initiatives.

The Graphic Designer will be expected to:

- Design visually engaging materials, including reports, brochures, infographics, social media graphics, and presentations.
 - Translate complex workforce data and messaging into clear and accessible visual formats.
 - Ensure brand consistency across all design assets.
 - Work within existing brand guidelines while offering creative approaches.
 - Provide files in multiple formats suitable for print and digital distribution.
 - Collaborate with SCPa Works staff to revise and finalize materials.
 - Maintain organized files and documentation for all design deliverables.
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3. Deliverables

The selected individual or firm will be expected to deliver:

- A project work plan and timeline.
 - Project-based status updates.
 - Final design files in editable and print-ready formats (e.g., Adobe InDesign, Illustrator, PDF, PNG).
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4. Minimum Qualifications

- Bachelor's degree in Graphic Design, Visual Communication, or related field.
 - In place of a degree, 2+ years of experience performing similar duties.
 - Proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop) or comparable design software.
 - Strong understanding of typography, layout, and color theory.
 - Experience designing for both print and digital platforms.
 - Excellent attention to detail and communication skills.
 - Familiarity/experience working with workforce development boards or community-based organizations is a plus.
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5. Proposal Requirements

Interested applicants should submit the following:

- Cover letter outlining experience and approach.
- Resume or CV (or company profile for firms).
- Portfolio or examples of past design work relevant to the scope above.
- Hourly rate or fee structure.

Total proposal length should not exceed **seven pages**.

6. Contract Type

This contract will be structured as a **fee-for-service agreement** for up to two (2) years from the execution date. Under this agreement, the selected contractor will provide **graphic design services** as needed, with work assignments issued intermittently throughout the contract term. The work is project-based and may be sporadic, meaning there will not be a guaranteed or consistent level of work throughout the full two-year period. Instead, specific tasks or deliverables will be requested as needs arise, and the contractor will be compensated only for services performed and approved.

Each assignment or task order will include a defined scope of work and timeline. The contractor must be available to respond to these requests promptly, subject to mutual agreement on schedule and availability. Compensation will be based on the agreed hourly or per-task rate outlined in the contract, and no minimum number of hours or projects is guaranteed. This arrangement allows flexibility for the organization and the contractor, accommodating shifting project timelines and resource needs while ensuring access to qualified graphic design support when required.

7. Submission Deadline

All proposals must be submitted by **September 1, 2025, at 4:00 pm**. Submit proposals electronically in PDF format to:

Hillary Lyle, Director of Strategic Initiatives
hlyle@scpaworks.org

8. Evaluation Criteria

Proposals will be reviewed and evaluated by SCPa Works staff based on:

- Relevant experience and qualifications.
- Quality of past design work samples.
- Cost-effectiveness of the proposal.
- Demonstrated understanding of SCPa Works' design needs.

9. Award of Contract

Each respondent submitting a proposal will be notified via e-mail of SCPa Works' decision. Formal notification to award a contract and the actual execution of a contract are subject to the following conditions:

- Receipt of funds from federal and state administering agencies;
- Results of negotiations between the selected vendor and SCPa Works management;
- Continued availability of SCPa Works funds; and
- Approval by the SCPa Works Board of Directors.

SCPa Works shall award a contract to the responsible and responsive applicant(s) whose proposal is determined to provide the best overall value to SCPa Works regarding ability to perform the required services, experience, and cost.

The applicants must provide details in the proposal regarding the reasons for objection to any part of these terms and conditions and provide alternate language. Time is of the essence when awarding a contract. A hindrance to the award process due to the extent of an applicant's proposed modifications may negatively impact SCPa Works' assessment of that proposal.

No portion of these services may be subcontracted without prior SCPa Works approval. The contract resulting from the award of this Request for Services will consist of this Request for Services (which includes SCPa Works and Fiscal Agents General Conditions), the proposal, and any additional information deemed necessary as a result of the negotiations held with the successful applicant(s).

The successful applicant(s) will be required to enter an agreement with SCPa Works, an example form is located under "Contracted Services Agreement" on our "RFPS AND GRANTS" page located on the SCPa Works website – here: <https://scpaworks.org/rfps-and-grants/>, to ensure compliance with the provisions of WIOA, its regulations, applicable laws and regulations promulgated by the Commonwealth of Pennsylvania, and SCPa Works policies, which shall comprise the terms and conditions of the award.