

Request for Qualifications and Quotes

Marketing, Website, and Communications Services Healthcare Career Collaborative of Central Ohio (HCCOCO)

Issue Date	10/1/2026
Proposal Due Date	10/31/2026
Questions Due	10/22/2026
Anticipated Contract Term	1 year from execution of contract, with potential for performance-contingent renewal
Issued By	Healthcare Career Collaborative of Central Ohio (HCCOCO)
Selection Date	11/6/2026

1. Organization Background

The Healthcare Career Collaborative of Central Ohio (HCCOCO) is an employer-led healthcare industry sector partnership that convenes Central Ohio healthcare systems, education partners, workforce organizations, and community stakeholders to strengthen healthcare workforce pipelines. HCCOCO focuses on regional strategies related to career awareness, education alignment, workforce development, and talent pipeline expansion.

A signature initiative of HCCOCO is the annual Healthcare Career Summit. This event gathers over 3,000 high school students, educators, healthcare professionals, and partners over two days to engage with hands-on healthcare career exploration experiences aligned to priority healthcare occupations.

2. RFQ Purpose

The purpose of this RFQ is to identify a marketing firm that can serve as a strategic communications and implementation partner for HCCOCO. The selected firm will support ongoing website maintenance, annual Healthcare Career Summit marketing and functionality needs, and broader promotion of HCCOCO programs, initiatives, and projects across healthcare system partners and community stakeholders on an as-needed basis.

3. Scope of Services

The selected firm may be engaged to provide services in one or more of the following categories.

A. Website Maintenance and Development

- Routine website updates, content management, and page modifications
- Technical troubleshooting and website support
- Website hosting coordination and administration, as applicable
- User experience (UX), accessibility, and search engine optimization (SEO) improvements
- Creation of new webpages, landing pages, forms, and online tools
- Functionality enhancements to improve information sharing, stakeholder engagement, and user navigation
- Recommendations for longer-term website improvements and maintenance priorities

B. Annual Healthcare Career Summit Marketing and Website Support

The Healthcare Career Summit is HCCOCO's largest annual initiative and requires coordinated marketing, communications, registration, and event support.

Website and Registration Functionality

- Summit landing page development and maintenance
- Registration forms for schools, students, educators, volunteers, and partners
- Event information pages, FAQs, schedules, resource links, and post-event updates
- Form functionality, data collection support, and user-friendly registration workflows
- Coordination with HCCOCO staff to update content, deadlines, and registration information

Marketing Materials and Event Communications

- Event branding and graphic design
- Digital and print promotional materials, including flyers, one-page information sheets, posters, signage, and event programs
- Social media graphics and email communication templates
- Sponsor, partner, student, educator, and volunteer materials
- “Know Before You Go” communications and post-event follow-up communications
- Survey and feedback tools, where applicable

Event Support Services

- Photography and videography
- Testimonial collection
- Event-day marketing or communications support
- Media advisories, press releases, talking points, and media kits
- Targeted outreach to television, print, radio, digital, and industry media outlets to encourage event attendance and coverage

C. Strategic Communications and Promotion of HCCOCO Work

- Development of annual or campaign-specific communications plans
- Promotion of HCCOCO initiatives, accomplishments, projects, and impact stories
- Stakeholder engagement campaigns for employers, educators, students, families, and community partners

D. Healthcare System Collaborative Marketing

HCCOCO is interested in firms that can work collaboratively with HCCOCO and regional healthcare system partners to strengthen coordinated promotion of shared workforce priorities.

- Coordinate cross-organizational communications with healthcare system partners
- Develop shared marketing campaigns or co-branded promotional materials
- Highlight employer participation, workforce initiatives, and collaborative projects
- Amplify regional healthcare workforce messaging across partner channels
- Support communication approaches that reflect multiple organizational brands while maintaining consistency with HCCOCO identity and goals

4. Desired Qualifications

- Experience providing website maintenance, website development, small-scale web-based database development, and web functionality support
- Strong graphic design, marketing, and communications capabilities
- Well-established and consistent financial communication, billing, and tracking infrastructure
- Experience supporting large-scale events, registration processes, and participant communications
- Ability to develop online forms and user-friendly registration workflows
- Familiarity and experience with healthcare, education, nonprofit, workforce development, or public-private partnership environments
- Experience working with multiple partner organizations and aligning communications across stakeholders
- Strong project management, responsiveness, and client communication practices

Preferred qualifications include experience supporting employer-led collaborations, industry sector partnerships, healthcare workforce initiatives, and organizations located in or familiar with Central Ohio.

5. Proposal Requirements

Interested firms should submit a concise proposal that includes the following information.

Required Section	Requested Information
Firm Overview	Company background, years in business, location, staff size, and relevant certifications or credentials.
Relevant Experience	Description of comparable website, marketing, event, healthcare, education, nonprofit, or workforce development projects.
Work Samples	Examples of prior website, marketing, event, campaign, form, or communications work.
Proposed Approach	Service model, project management approach, communication cadence, team structure, and process for managing partner feedback.
Pricing	Hourly rates, project-based pricing, retainer options, optional service pricing, and any anticipated pass-through costs.
References	At least two client references with contact information.

6. Pricing Guidance

Proposals should provide sufficient pricing detail for HCCOCO to compare value across firms. HCCOCO may request pricing by service category, project, retainer, hourly rate, or a combination of these structures.

- Website maintenance hourly rate and monthly maintenance structure, if applicable
- Website development and functionality rates
- Graphic design and marketing collateral rates
- Healthcare Career Summit project pricing or menu of services
- Communications strategy and content development rates
- Photography, videography, and event-day support rates
- Any costs for printing, shipping, software, hosting, subscriptions, or other pass-through expenses

7. Evaluation Criteria

Criteria	Weight	Considerations
Experience, qualifications, and organizational infrastructure	30%	Website, marketing, event, healthcare, education, workforce, or nonprofit experience. Clear and established organizational finance and operational procedures.
Understanding of HCCOCO needs	25%	Demonstrated understanding of HCCOCO, Summit needs, and multi-stakeholder communications.
Quality of proposed approach	20%	Clear work plan, staffing, project management, responsiveness, and quality assurance.
Ability to support healthcare system collaboration	15%	Capacity to coordinate communications across HCCOCO and partner healthcare systems.
Cost and overall value	10%	Competitive, transparent, and scalable pricing structure.

8. Submission Instructions

Proposals should be submitted electronically in PDF format to:

Contact	Becca Alexander
Title	Director of Industry Sector Partnerships
Organization	Aspyr / Healthcare Career Collaborative of Central Ohio (HCCOCO)
Email	rfp-proposal@aspyrworkforce.org

Questions regarding this RFQ should be submitted no later than 10/31/2026. HCCOCO may invite selected respondents to participate in interviews or follow-up discussions before selecting a firm.

9. Terms and Conditions

- HCCOCO reserves the right to reject any or all proposals, waive informalities, or request additional information from respondents.
- Submission of a proposal does not guarantee selection or award of a contract.
- Final scope, pricing, deliverables, timeline, and payment terms will be negotiated before contract execution.
- Respondents should disclose any potential conflicts of interest and identify any subcontractors expected to perform work under the proposed engagement.

Procurement Note

This RFQ is drafted to allow HCCOCO to compare firms across required services while preserving flexibility for future project-based scopes, including Summit-specific work and broader promotion of HCCOCO initiatives with healthcare system partners.